

LIFE

ACTRESS
SARAH CHURCHILL

MAY 23, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

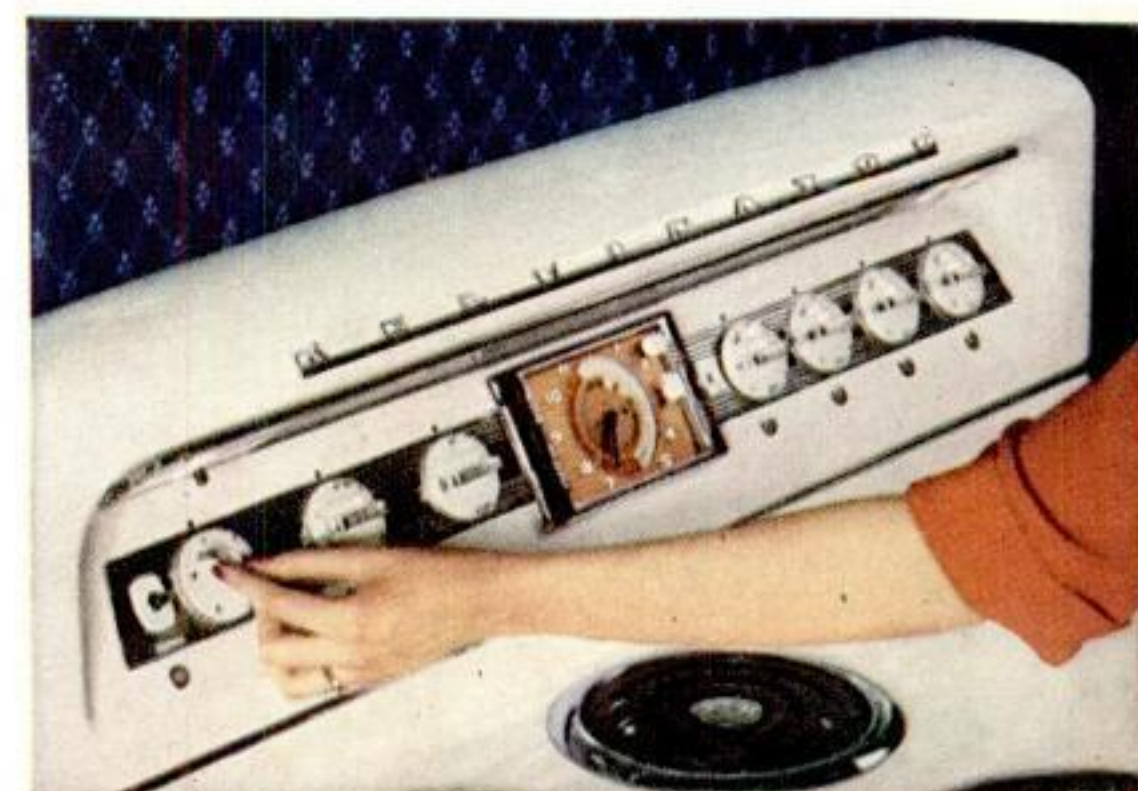
How a Kelvinator “AUTOMATIC COOK” saves you work every day!



You'll get perfect baking results . . . every time . . . with that two-element oven, big enough to hold a 25-lb. turkey with ease. Circulation is so precise . . . heat so uniform . . . it bakes 6 loaves of bread, or four layers of a cake at a time . . . identical in looks, taste, texture! Pre-heats to 350° in 6 minutes flat! That's speed! Broils with radiant heat, like charcoal. And—it's "Automatic Cook" controlled!



You'll save hours with Kelvinator's marvelous "Up-Down" unit. Down, it's a thrifty deep-well cooker for soups, stews, pot roasts, steaming . . . deep-fat frying. Up, it's an *extra* fourth surface unit! Either way, there are 7 heats from simmer to extra-fast . . . either way, it can be "Automatic Cook" controlled.



You'll love the convenience of your "Automatic Cook" controls. All top-o'-the-range. Easy to see. Easy to reach. Out of the way of children's hands. Fluorescent top light. Separate signal lights show when each unit's in use. Two handy appliance outlets . . . one with Minute-Timer control, the other with "Automatic Cook" control! Big warmer drawer . . . two convenient utility drawers . . . all on roller bearings.



Come down to your morning's coffee perked while you were sleeping.

At lunch time, sit down to a toothsome snack that's been heated . . . or cooked . . . with timed precision while you did other things. For dinner—put a complete meal in the oven . . . set the amazing timing device . . . and be free from your kitchen for hours! Your Kelvinator "Automatic Cook" electric range will turn on the heat at the pre-set time . . . cook

the meal perfectly . . . turn the current off on the dot. All you do is dish up the delicious meal! See for yourself how this newest Kelvinator Masterpiece can free you of the chore of constant meal-minding! Find the name of your Kelvinator dealer in your classified phone book. Go see a demonstration of Kelvinator's amazing new electric ranges now!

GET MORE . . .

Get **Kelvinator**

"AUTOMATIC COOK"...IT'S ELECTRIC OF COURSE!

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

"Dentists say the IPANA way works!"

Model Mother Annelle Tice shows how it can work for you, too



On top of the world! Famous mother-and-daughter fashion models—Annelle Tice and her daughter Alana flash the sunny smiles that helped take them to the top of the modeling world. Meanwhile, Pop (he's Olin Tice, CBS radio announcer) views New York through the telescope atop Rockefeller Center.

Like so many top-flight models, Annelle knows how important firm, healthy gums are to a sparkling smile. "I see to it that my family follows the *Ipana* way to healthier gums and brighter teeth," she explains, "*because dentists say it works!*" Here's how this professionally approved Ipana dental care can work for you, too...

YES, 8 OUT OF 10 DENTISTS SAY:

***Ipana* dental care promotes**

Healthier gums, brighter teeth*



Products of Bristol-Myers

P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!



The Ipana way is fun for the whole family to follow—and easy as 1, 2:

1. *Between regular visits to your dentist*, brush all tooth surfaces with Ipana Tooth Paste at least twice a day.
2. Then massage gums the way your dentist advises—to stimulate gum circulation. (Ipana's unique formula actually helps stimulate your gums. *Feel the invigorating tingle!*)

Just do this regularly for healthier gums, brighter teeth—an *Ipana* smile. Ipana's extra-refreshing flavor leaves your breath cleaner, your mouth fresher, too. Ask *your* dentist about Ipana and massage. Remember, a good dentifrice, like a good dentist, is *never* a luxury!

This One



EJUU-Y30-JOET

* *In thousands of recent reports from dentists all over the country.*



Oh **KAY**
how clever!



Oh **FAY**
how could you!

Better copy clever Kay!

When you go shopping, remember how Kay does it...

Look once—and find your favorite cotton. Look twice—and be sure you see that word "Sanforized" on the label.

(If you forget that *second* look, you may sometime find yourself with a shrinkage sorrow like Fay's.)

Get cottons that won't shrink out of fit—out of style. Insist on seeing the "Sanforized" trademark on every single cotton garment you buy.

•SANFORIZED•

TRADE © MARK

*The style will never shrink away from
the dress with "Sanforized" on the label!*

Cluett, Peabody & Co., Inc. permits use of its trademark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trademark "Sanforized" will not shrink more than 1% by the Government's standard test.

"My Family Had Me Stumped!"



7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES

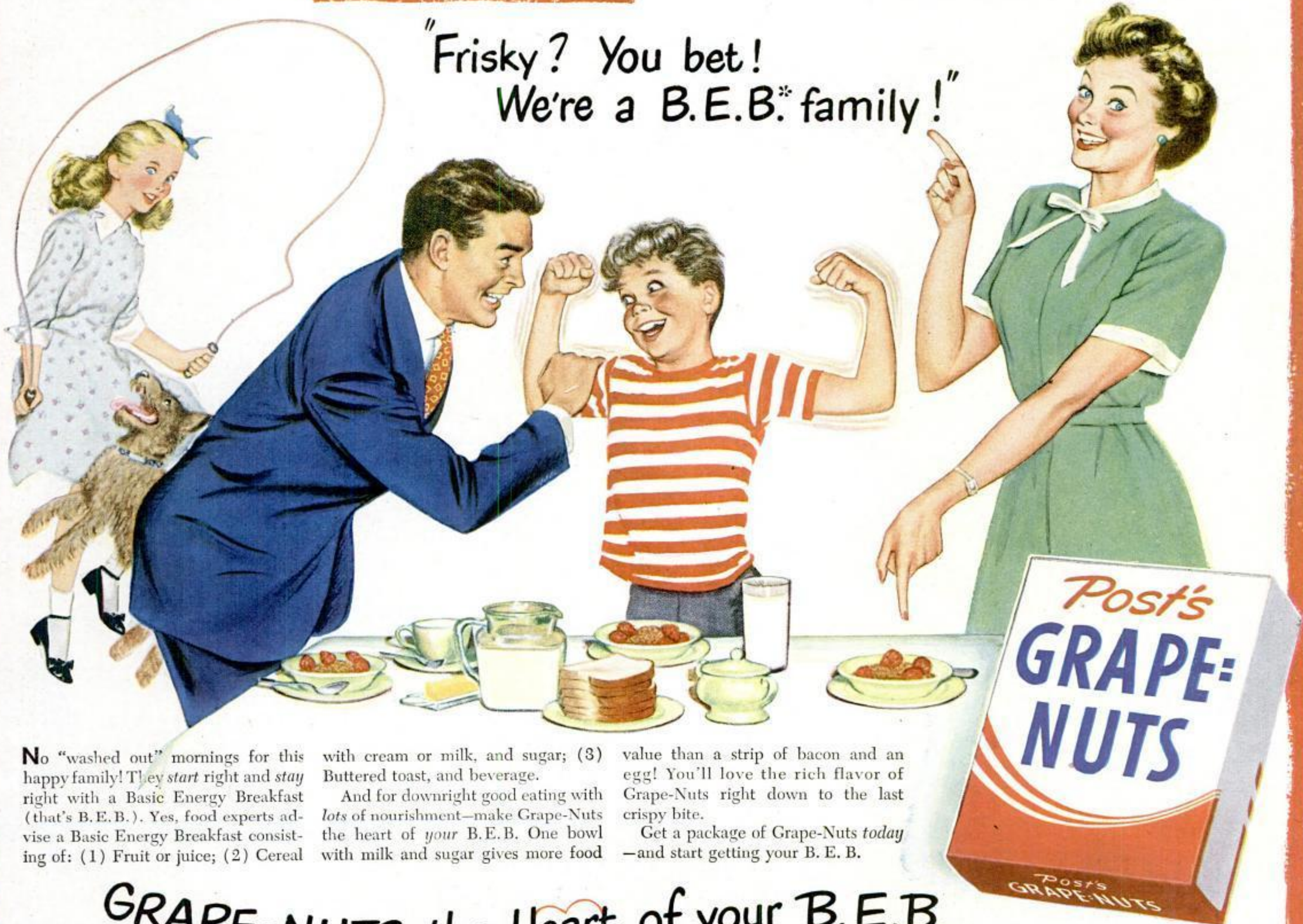
3 Post's Toasties	1 Grape-Nuts
2 Grape-Nuts Flakes	1 Raisin Bran
1 40% Bran Flakes	1 Rice Toasties
1 Nabisco Shredded Wheat	



"Trying to plan a breakfast to suit my whole family really had me stumped—till I discovered Post-Tens. Now they can all have a choice of 7 different cereals every morning! Sometimes they stick to a particular favorite like Post's

Toasties—the better corn flakes—for a couple of days. Next thing you know, they're off on Grape-Nuts Flakes or Raisin Bran. And thanks to Post-Tens, I found a cereal they'll eat and eat—flavorful, stay-crisp Grape-Nuts!"

"Frisky? You bet!
We're a B.E.B.* family!"



No "washed out" mornings for this happy family! They start right and stay right with a Basic Energy Breakfast (that's B.E.B.). Yes, food experts advise a Basic Energy Breakfast consisting of: (1) Fruit or juice; (2) Cereal

with cream or milk, and sugar; (3) Buttered toast, and beverage.

And for downright good eating with lots of nourishment—make Grape-Nuts the heart of your B.E.B. One bowl with milk and sugar gives more food

value than a strip of bacon and an egg! You'll love the rich flavor of Grape-Nuts right down to the last crispy bite.

Get a package of Grape-Nuts today—and start getting your B. E. B.

GRAPE-NUTS, the Heart of your B.E.B.

*(BASIC ENERGY BREAKFAST)

Products of
General Foods

FLORIDA'S MOST *Winning* COMBINATION!



*Health and deliciousness combined in the blended
juices of tree-ripe oranges and grapefruit!*

THE GLOWING HEALTH of Florida is in it. You get a wealth of natural vitamin C and all the nutritious food values of Florida's finest fruit.

FOR INSTANT REFRESHMENT at any time you need it—morning, noon, or

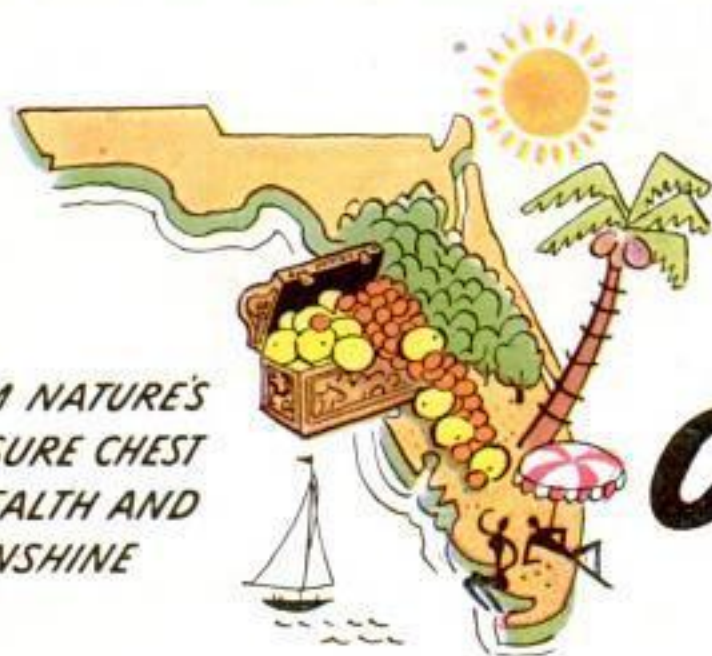
night—you just can't find its equal.

NO WORK TO DO. No squeezing or straining. Just open the can and pour!

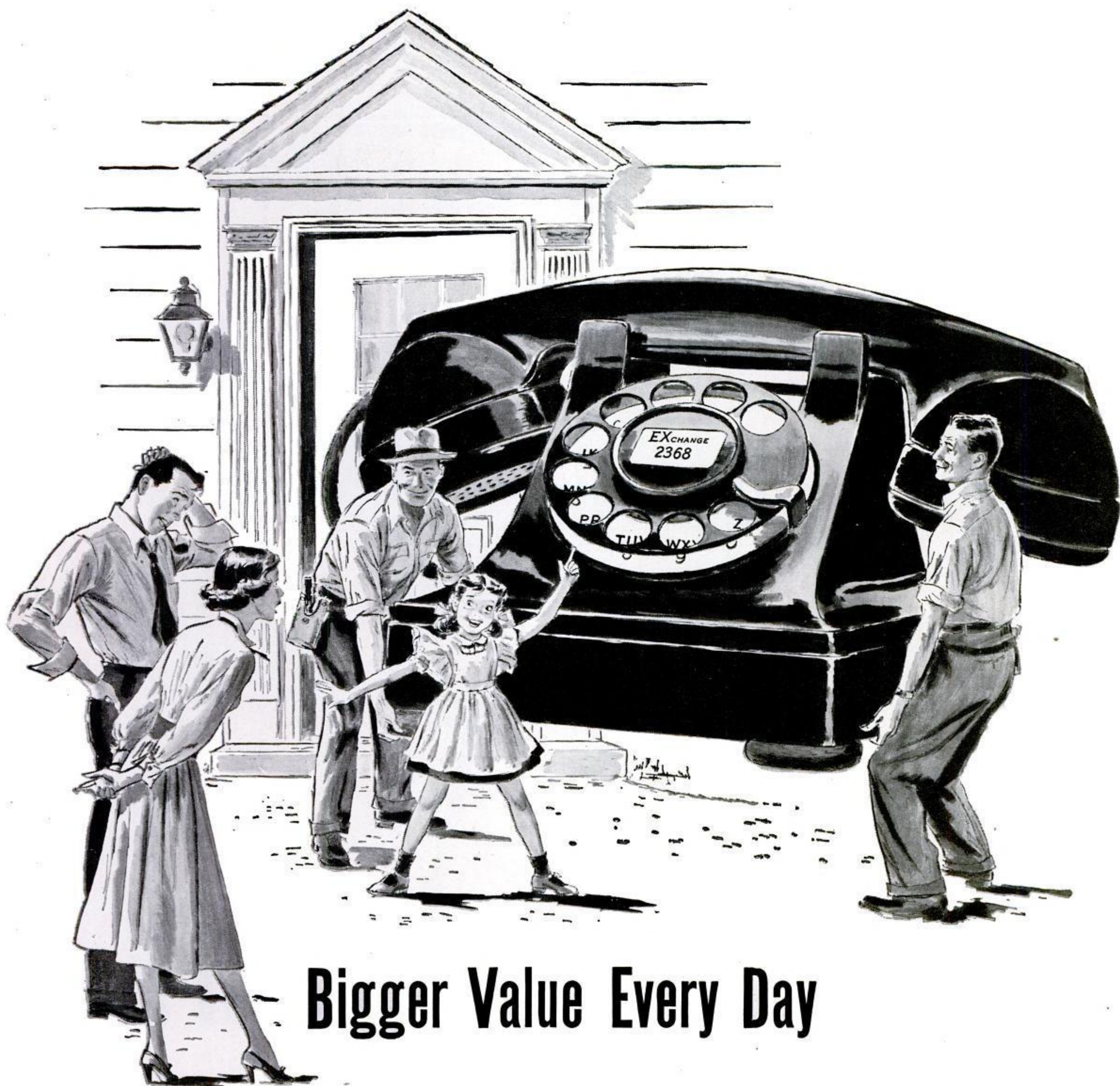
ITS LOW COST these days of high prices will make a real hit with you!

FLORIDA CITRUS COMMISSION • LAKELAND, FLORIDA

FROM NATURE'S
TREASURE CHEST
OF HEALTH AND
SUNSHINE



FLORIDA ORANGE-GRAPEFRUIT JUICE



Bigger Value Every Day

It's a good thing we don't have to make your telephone instrument bigger every time we make it possible for you to call more people. You'd have to move out of the house to make room for the telephone.

THE big increase in the number of Bell telephones — 10,500,000 have been added since the end of the war — is just one reason for the increased value of the telephone. There's been an increase in quality as well as quantity.

Service is more valuable because calls go through faster, more accurately. Often they go farther, too. Millions of calls a day now travel greater distances at the local rate.

There has never been a time when the telephone has been of greater value to you than right now.

And the cost is still low. Increases in telephone rates are much less than the increases in most other things you buy. They average only a penny or so per call.

BELL TELEPHONE SYSTEM





With Ansco... The All-Weather Film!



ASK FOR ANSCO—THE FILM IN THE RED AND BLUE BOX!

Ansco Plenachrome, the "All-Weather" film, lets you concentrate on the picture and forget about the weather!

Ansco All-Weather film helps you get more pictures, *better* pictures, rain or shine! It works just as well in other cameras as it does in Ansco cameras, too! Ansco, Binghamton, N.Y. A Division of General Aniline & Film Corporation. "*From Research To Reality.*"

The car that likes to be compared — for Value

GREAT NEW

PLYMOUTH



Now there's more difference than ever in low-priced cars
— and the great New Plymouth makes the difference!

If it's the most value you want, it's the New Plymouth you want. Here's an easier car to drive — a safer, more comfortable car to ride in — a sturdier, more powerful car for long-time, dependable performance — the greatest of all the great Plymouths!

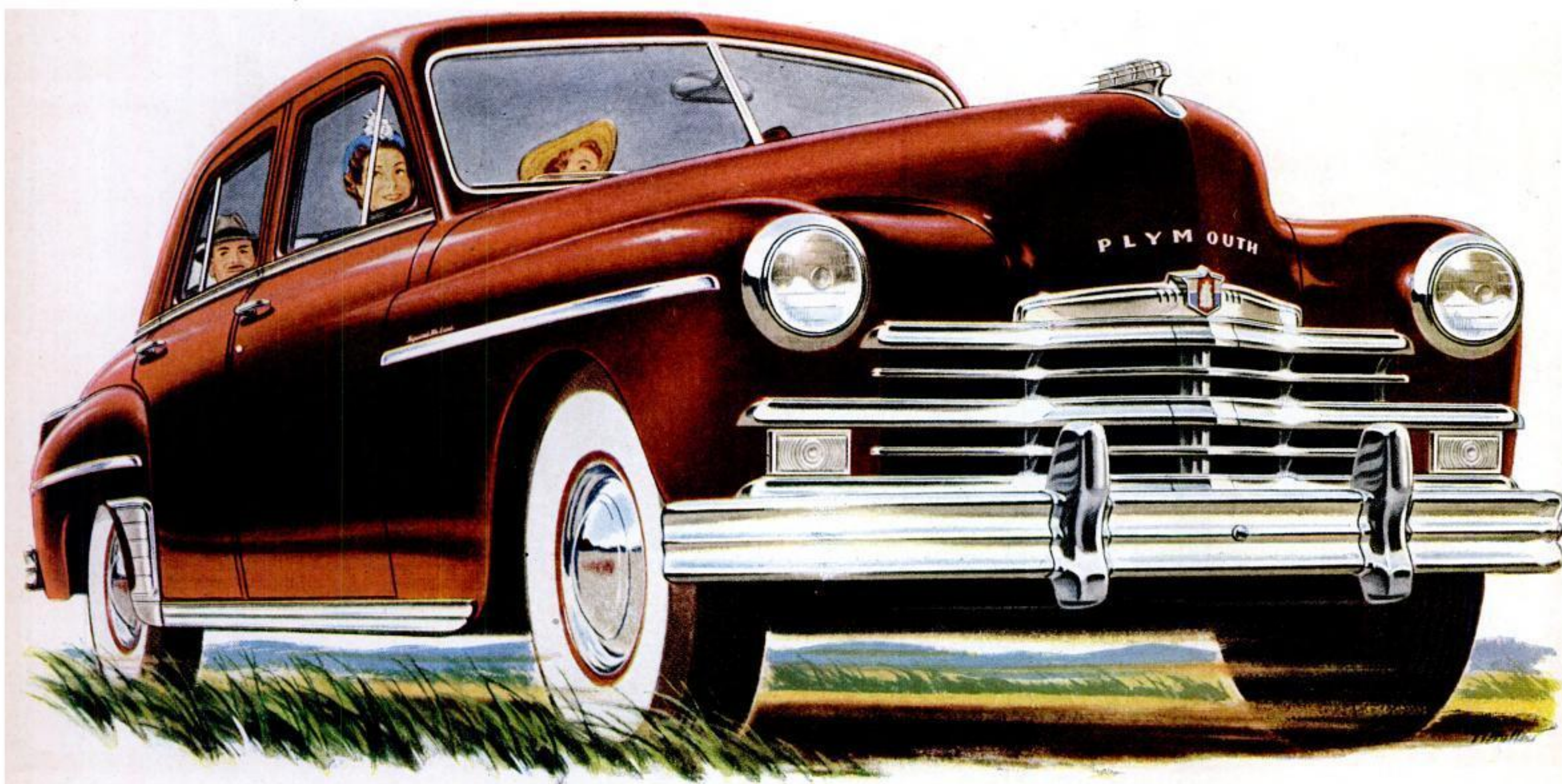
Doors open wide to provide easy entrance to the luxurious, roomy interior. Chair-height seats are wider, deeper from front to back. You look through a new, V-shaped windshield that's 37% larger.

No starter button to push, no choke to pull. Just turn the ignition key and the new, more powerful engine starts. Higher engine compression increases performance and economy. You save on oil and get longer engine life with new oil control piston rings and the new chrome compression ring.

The New Plymouth has a lower center of gravity, hugs the road better. The completely new body is engineered for extra strength. Flowing fenders are detachable for economical repair.

Get the most for your automobile dollar. Ride in *all three* low-priced cars — and compare! Make this test and we believe you'll make up your mind that — feature for feature, dollar for dollar — the New Plymouth is by far your best buy!

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



Special treats



for the holiday week end!



Swift's Premium
Braunschweiger
Liver Sausage,
Bologna,
Cooked Specialty,
Premium Salami,
Cooked Ham, and
Pickle & Pimiento Loaf
served with cottage cheese
topped with pimiento

Their fresher flavor, finer ingredients make **SWIFT'S PREMIUM Table-Ready Meats** America's favorite! Just as you use SWIFT'S PREMIUM as your guide to the best in fresh meats, when you shop for "cold cuts" insist on SWIFT'S PREMIUM TABLE-READY MEATS.

Made of selected cuts of fresh meat, rich in vitamins and high-quality proteins, they offer tempting, nourishing eating. With no cooking or heating! Order enough of each variety so that everyone can have as many slices of his favorite as he wants. For you can use up the leftovers tastily and economically in macaroni casseroles or with scrambled eggs.

LOOK FOR YOUR DEALER'S SPECIAL HOLIDAY DISPLAY



Swift's Premium *Table-Ready* Meats

nothing like them

for safe, smart combing



11 types for every use
29c and 39c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
New York 13, N. Y.

ACE

HARD RUBBER

combs

LETTERS TO THE EDITORS

"HEALTH BY COMPULSION"

Sirs:

Thank you for your excellent editorial "Health by Compulsion" (LIFE, May 2).

The idea that this form of medicine will increase the number of doctors is pure poppycock. Most doctors who served the country in the services during the last war were completely fed up on the manner in which able doctors were hamstrung by red tape. A professional man is used to being his own boss. When he sees a thing to be done he does it, and moves on to do whatever comes next. To look forward to another stack of government forms to fill out each time a patient wishes to have her blood pressure taken would drive me to some other method of making a living. . . .

IRWIN T. CRAIG, M.D.

Joplin, Mo.

Sirs:

Truman and Ewing are right that we need more doctors if they think of vast rural areas presently without adequate medical care.

However the crux of the matter is not number but distribution: too many doctors settle in cities, shy away from the country. Suggestion: create scholarships especially for country-bred students to be granted under the condition that they locate in rural areas for at least a certain number of years; at the same time raise standards of rural education as an inducement for doctors' families to stay on.

JOHN H. JAKES, M.D.

Candor, N.Y.

Sirs:

I am terribly disappointed in the stand your editors take in "Health by Compulsion."

I am a welfare worker of some years experience, often a labor of love (unpaid). My type of work does not frequently take me into homes of the really destitute, but usually into those of self-supporting, self-respecting, frequently well-educated people. Most of this type have never asked for a cent of charity and never intend to, and I do not blame them. Have you, personally, ever undertaken to procure for yourself or loved ones any of the "hospital services, free or partly free" which you praise and recommend? I assure you, it is a humiliating and time-consuming procedure, and regardless of the grace with which it is offered (sometimes) it is charity, and smells of it. . . .

If America wants her birth rate to rise, her death rate to drop, her people to be heartened and gladdened by removal of worry, the entire national psychology to lose its fearfulness and the anxiety complex which besets it now—put through the health insurance and give it a 10- to 15-year trial. What have we got to lose?

CECILE V. FALES

Staten Island, N.Y.

Sirs:

I wish to congratulate you on your intelligent editorial. The rank and file of American physicians would welcome federal assistance for the needy and the ne'er-do-wells. These have always received help and always will continue to need it. But it is folly to force the self-sufficient to accept what they do not want or need.

WILLIAM R. VIS, M.D.

Grand Rapids, Mich.

CONTINUED ON NEXT PAGE

You'll Be My
Star Attraction!



... 'Cause YOU KEEP PRESENTABLE LONGER with
MENNEN LATHER SHAVE!

MORE DOCTORS
who Specialize in Skin Care
USE MENNEN LATHER
Than Any
Other Brand*

Helps Make
Beards Up to
47%
Softer
for
Shaving

*Nationwide
surveys prove it!



Giant Tube - 49¢
Large Tube - 35¢

NEW! For Men with DRY HAIR

Amazing New-Formula
Hair Conditioner

GIVES DRIEST HAIR
NATURAL GOOD LOOKS

ANOTHER GREAT MENNEN PRODUCT FOR MEN



MEET THE GRANTS of Ada, Oklahoma

THEY ALL SAY:

"WHY TAKE LESS...WHEN PEPSI'S BEST!"

MOTHER GRANT says:

"Goes Twice as Far!"

"WE SWITCHED TO PEPSI—and go to the movies with the money we save!"—say more and more smart housewives these days. As Mrs. Grant knows, that extra-big 12 oz. PEPSI bottle is a household budget's best friend.



DAD GRANT says:

"It's Twice as Good!"

WHEN HENRY GRANT FINDS something he likes—he sticks with it! He likes living in Ada—he and his family have lived there for 23 years. He likes PEPSI, too. "It's the best—the top-quality cola," he says.

DICK AND THE TWINS say:

"Gives Twice as much!"

NOT JUST SIX—BUT 12 full glasses in six big, big PEPSI'S! With the Grants as with so many American families, that famous PEPSI carton of 6 is standard choice. Buy PEPSI 6-at-a-time...



GET 12 FULL GLASSES IN THESE SIX BOTTLES!

TUNE IN "COUNTER-SPY"—thrills, excitement. Tuesday—Thursday Evening, your ABC station

LETTERS TO THE EDITORS

—CONTINUED—

SIRS:

DELIGHTED TO SEE THAT "LIFE" RECOGNIZES NEED FOR ACTION TO IMPROVE NATION'S HEALTH. BUT "LIFE'S" FEELING THAT A PAY-AS-YOU-GO SYSTEM OF NATIONAL HEALTH INSURANCE MAY INDUCE "LOSS OF MORAL POWER" SEEMS GROUNDLESS. EXPERIENCE WITH SOCIAL SECURITY, PUBLIC EDUCATION AND SIMILAR LEGISLATION PROVES THAT A FREE AMERICAN PEOPLE CAN ACHIEVE SOCIAL GOALS WITHOUT SACRIFICING INDIVIDUAL INITIATIVE OR INDEPENDENCE. . . .

JOHN D. DINGELL
MEMBER OF CONGRESS

WASHINGTON, D.C.

Sirs:

American doctors are dissatisfied with the medical care we now have in the same way General Motors is dissatisfied with the Buick. It's the best value in the world, but they want to make it better. That's the way we are.

It puzzles us doctors that there should be so much fuss over having to go \$300 or \$400 in debt to save a man's life or his powers as a wage earner, when the same man will go into debt that deep or deeper a half dozen times in his life so that he can have that new house, car, TV set, living room set, and the other "necessities"! As long as Americans spend more on liquor and cosmetics, or tobacco and confections, than they do on all paid medical care, we are forced to the conclusion that most of us need a better sense of proportion on what is important.

W. ALLEN CONROY, M.D.

Chicago, Ill.

Sirs:

It seems to me that the editorial maligns the character of American doctors by saying "many [doctors] fear that compulsory methods would result in 'assembly line' medicine, with a consequent decline in U.S. medical standards." I prefer to believe that most of our doctors are men of character who will remain just as true to their Hippocratic oath when they know they will be paid as they do today when payment is often problematical. . . .

B. J. DAVENPORT

Orange, Conn.

WINDY FACES

Sirs:

If I were a producer of horror movies, I'd never worry about a script. I could take anything and just film it in a 300-mile wind.

JACK NAMM

Rockport, Mass.

BLUEBONNETS

Sirs:

I can hardly blame the people of the state of Texas for rushing to their paints and canvases when the bluebonnets bloom (LIFE, May 2). After all, this is probably the only bit of color they see in the whole state.

PHIL CHASE

East Orange, N.J.

Sirs:

Truer words were never spoken than in your story on bluebonnets. I would sooner part with one of my cameras than the bluebonnet picture hanging in my living room.

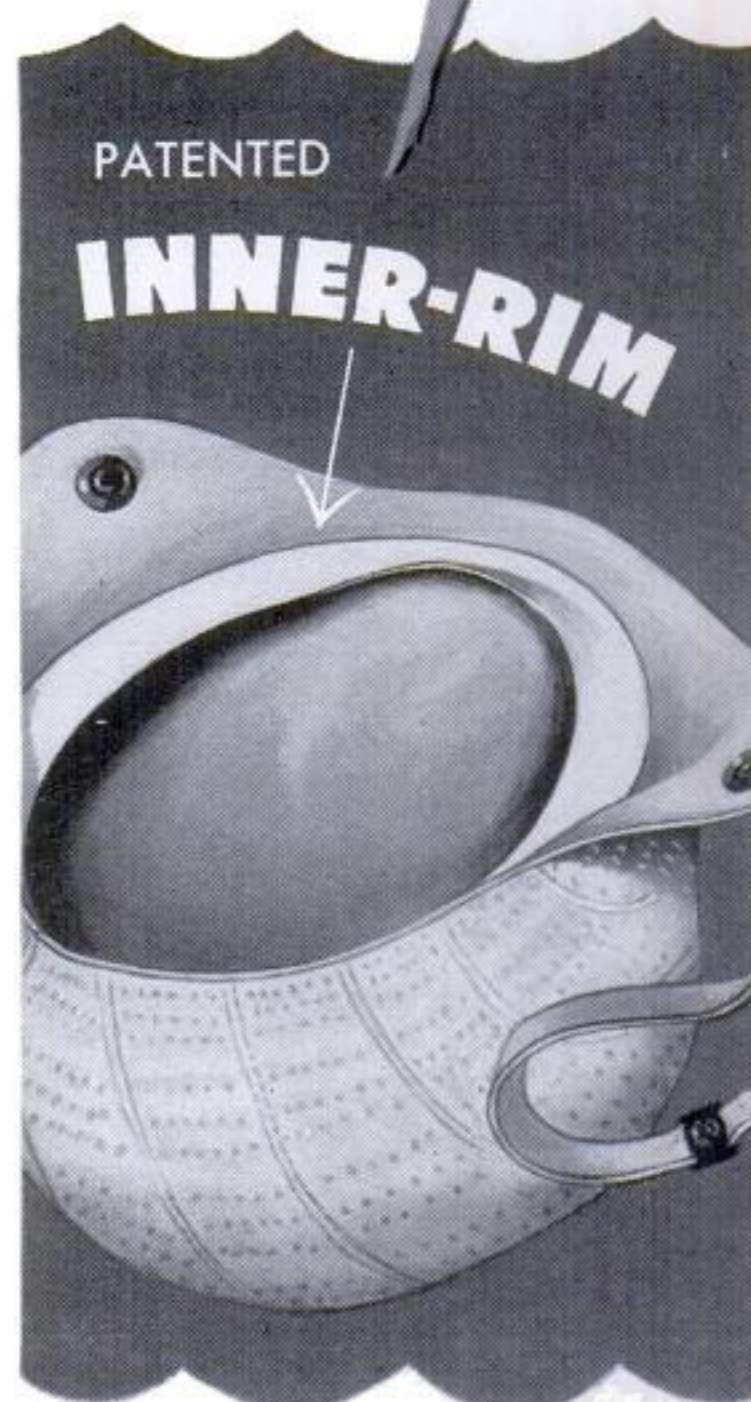
Like any true daughter of Texas I got a lump in my throat when I turned to that page.

KITTY THOMPSON

Evansville, Ind.

*SAVA-WAVE

The watertight swim cap with the



**Water stays out—
Wave stays in!**

Keep your precious wave intact! Protect your hair and scalp from the chemicals in pools, from sand and the dulling effects of the salty sea.

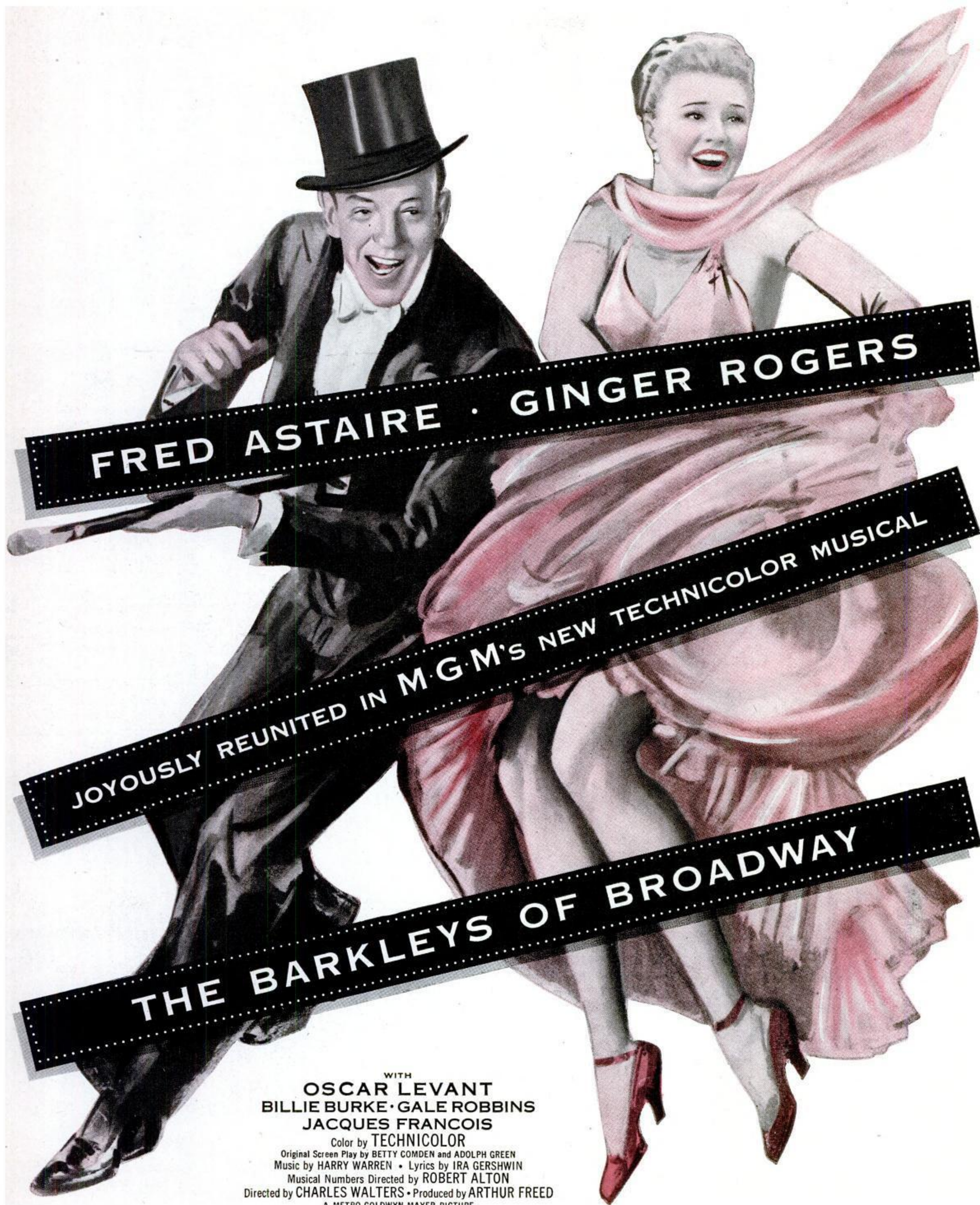
Wear Sava-wave—the *only* cap with the patented inner rim! Guaranteed watertight—will not let one drop of water seep in.

Medium and large sizes for long and short hairdos. Regular or Olympic styles in red, yellow, aqua, blue, white . . . \$1.00

Kleinert's
SAVA-WAVE

* Prices slightly higher on the West Coast

CONTINUED ON PAGE 12



FRED ASTAIRE • GINGER ROGERS

JOYOUSLY REUNITED IN M.G.M.'S NEW TECHNICOLOR MUSICAL

THE BARKLEYS OF BROADWAY

WITH
OSCAR LEVANT
BILLIE BURKE • GALE ROBBINS
JACQUES FRANCOIS
Color by TECHNICOLOR
Original Screen Play by BETTY COMDEN and ADOLPH GREEN
Music by HARRY WARREN • Lyrics by IRA GERSHWIN
Musical Numbers Directed by ROBERT ALTON
Directed by CHARLES WALTERS • Produced by ARTHUR FREED
A METRO-GOLDWYN-MAYER PICTURE



Model 66

Performance-Engineered
at Electronics Park

The Clock-Radio that remembers!
It wakes you to sweet music,
reminds you of important dates,
turns on a favorite program any
time—*automatically*! General Electric
"superhet" radio! Accurate G-E
Electric clock. Rosewood
plastic cabinet. Model 66.



New **GE**
"Wake-up-to-music"
CLOCK-RADIO

G-E PORTABLES, too, make wonderful gifts!



Take Fun With You!
Take this handsome, lightweight
G-E 3-way portable. Exceptional power,
tone, performance! G-E Dynapower
speaker. AC, DC, batteries.
Model 150. Maroon plastic case.

New! The Princess of Portables!
Exquisite 3-way personal portable,
to charm a woman's eye and hand.
Slender—only 2 3/4" deep! Chic, maroon
plastic case. AC, DC, batteries. Model 145.

G-E radios from \$19.95*

*Prices slightly higher West and South
—subject to change without notice.



You can put your confidence in—
GENERAL **GE ELECTRIC**

LETTERS TO THE EDITORS

CONTINUED

PROPER IRISH

Sirs:

After reading your article on the
Irish independence celebration (LIFE,
May 2), I was prouder than ever of my
heritage.

I trust that I was not the only one to
notice that there were five pictures of
people on their knees—to one of people
practically under the table!

VIRGINIA CLUNE

New York, N.Y.

GALIFFA'S RIVALS

Sirs:

We challenge your statement, "The
best all-around competitor in college
athletics today is Arnold Galiffa . . ." (LIFE, May 2).

What about Dike Eddleman of the
University of Illinois? A member of
the 1948 U.S. Olympic team, Dike will
have earned 11 letters in football, bas-
ketball, and track when he graduates
this June.

GENE GINOLI
BILL THRASHER

Champaign, Ill.

Sirs:

Do you expect us to be impressed
with Army's Galiffa when Michigan
has its Pete Elliott who has already
earned 11 letters and will soon have
his twelfth? All this and a B average,
too. Can you top this?

DOUGLAS GOODRICH

Grand Rapids, Mich.



ILLINOIS' EDDLEMAN



MICHIGAN'S ELLIOTT

● All of Galiffa's letters have been
won in major sports—football, bas-
ketball, baseball. Elliott has won
eight letters in basketball and foot-
ball—but the others have been in
golf, a minor college sport. Eddle-
man is admittedly a great all-around
athlete. But in football, the sport
where they are most easily com-
pared, LIFE still believes that Quar-
terback Galiffa's versatility as a
passer, ball-carrier and especially as
a team leader gives him a competi-
tive edge over Halfback Eddle-
man.—ED.



A BETTER AID TO REGULARITY!

Only in **Sunsweet** Prune Juice is the
laxative potency *standardized*. Pure,
delicious prune juice, still a 100% nat-
ural product!

THE NEW "C-L PROCESS" IS USED
EXCLUSIVELY FOR

**SUNSWEEP
PRUNE
JUICE**



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of **Sunsweet** Prune
Juice is standardized by the "C-L Process,"
which was developed and is owned by the
Duffy-Mott Company, Inc.

CONTINUED ON PAGE 14



the new, more convenient

Curity 3-CUT
REG. U.S. PAT. OFF.

WET-PRUF* ADHESIVE TAPE

Here it is . . . the brand-new CURITY 3-CUT Adhesive Tape—that gives you just the size tape you need when you need it!

No need to cut or tear a too-wide tape. Here are your 3 most-needed widths on one handy roll all cut and ready to use. And equally important, all three are CURITY WET-PRUF . . . the *hospital-quality* adhesive tape.

Get this handy new CURITY 3-CUT adhesive at your drug store today.

*Over Half a Century
of Adhesive Tape Leadership*

IT STICKS

instantly—it's waterproofed!

IT'S HANDIER

The 3 most-needed widths are on one spool!

EASIER ON YOUR SKIN

Proved by over 15,000 skin tests on humans!

IT'S HOSPITAL-QUALITY

CURITY tape is used by leading doctors and hospitals!



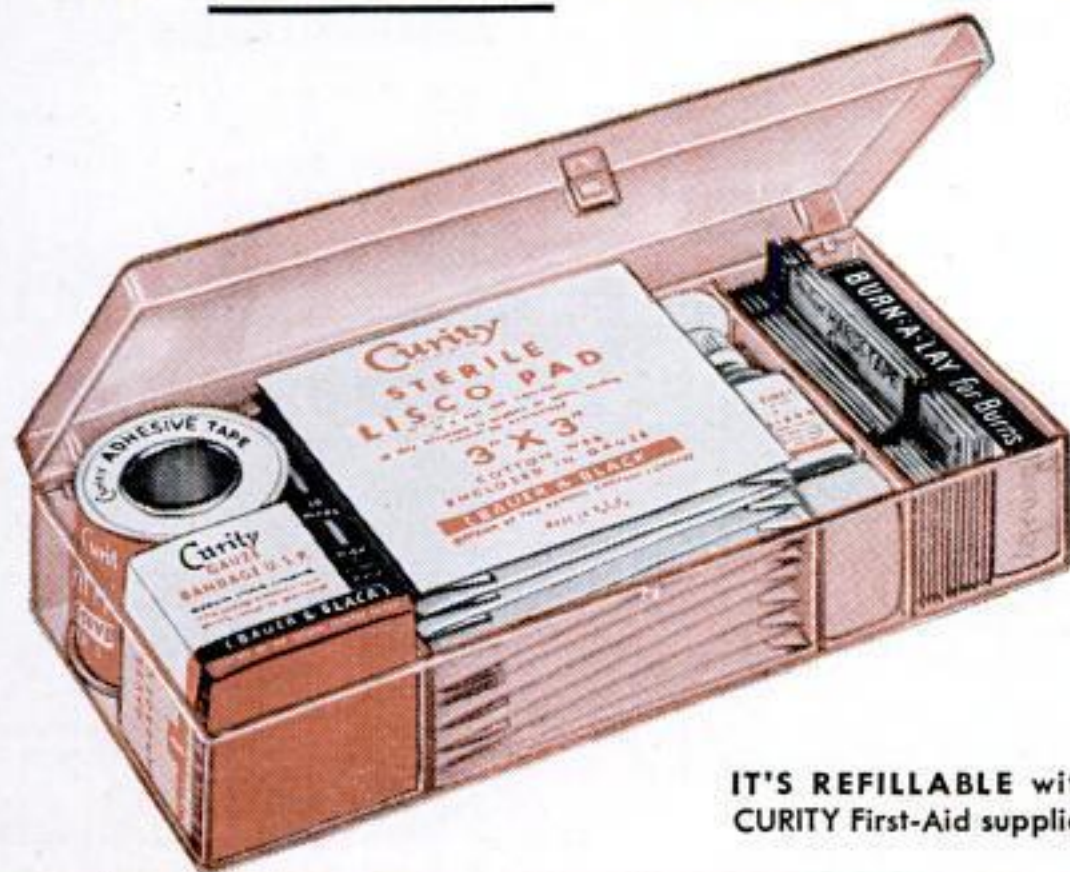
Curity

Makers of
Gauze Bandage
Adhesive Tape
Handi-Tape
Absorbent Cotton
Cotton Picker • Masks

*Reg. U. S. Pat. Off.

COLORFUL GIFT IDEA! Curity LUSTRIC

THE "SEE-THROUGH" FIRST-AID KIT • NOW IN RED, GREEN, BLUE, PLAIN



IT'S REFILLABLE with
CURITY First-Aid supplies

Smart protection and smart looking—CURITY LUSTRIC First-Aid Kits of transparent plastic, now in red, green, blue or plain. Perfect for gifts, CURITY LUSTRIC is ideal for home, office, car, workshop. **ONLY \$1.50**

IT'S RE-USABLE for fishing flies, sewing supplies, jewelry, buttons, cosmetics, curlers, odds and ends

BAUER & BLACK

Division of The Kendall Company, 2500 S. Dearborn St., Chicago 16

you're a woman of action, too!



*quality undies of Spun-Lo
fit every action...every budget*

A lot of the things you do every day are as energetic as mountain-climbing! That's why the perfect fit and cool, smooth comfort of undies made of Spun-Lo are so important to you. Spun-Lo is that famous rayon fabric that is knitted to stretch and spring back with every motion you make. This unusual flexibility is what makes it wear extra well. And Spun-Lo is extra easy to wash, too, and needs no ironing.

For these quality features leading makers choose

Spun-Lo. So when you buy undies of Spun-Lo you get a lot extra for your money.



Industrial Rayon Corporation • Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York

LETTERS TO THE EDITORS

CONTINUED

PACKAGER PACKAGED

Sirs:

Designer Loewy (LIFE, May 2) made one mistake. The most pleasing object in the picture is not the brandy glass or egg. It's Mr. Loewy!

MRS. ROBERT HIXSON
Syracuse, N.Y.



PLEASING OBJECTS

Sirs:

As an American citizen who still loves his native country, France, it is heart-warming to see that this country appreciates the beauty and taste which all Frenchmen prize.

Calvet, Braque and I must be grateful.

RAYMOND LOEWY
New York, N.Y.

Sirs:

I like Raymond Loewy personally, I am aware of his ability, but I want no part of his publicity even by association.

Since you referred to me as one of Ray's "leading competitors," will you

CONTINUED ON PAGE 16

Please
send



to _____
NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.

L-5-23



...and even death! The germs of malaria, polio, typhoid, diarrhea, and many other dread diseases can be carried to you and your baby by insects. Kill those flies, mosquitoes, roaches, ants, moths and bedbugs with this trio of tried and true insecticides!

KNOX-OUT® 5% DDT Insect Spray

—a double-use spray...kills in air, kills on surfaces. Knocks 'em down when they fly, knocks 'em out when they crawl. Kills for weeks after application.



KNOX-OUT® 10% DDT Insecticide Powder

—in handy blower package that forces killing powder



deep into cracks where bugs hide. Kills bedbugs, ants, roaches, silverfish, many others.

KNOX-OUT® MOTHS

—sensational new 3-way moth killer. Kills by contact, by fumigation, by internal action. Easy to use, safe for garments. Also a superior roach-and-ant killer.

BUY THESE KNOX-OUT PRODUCTS AT BETTER STORES EVERYWHERE

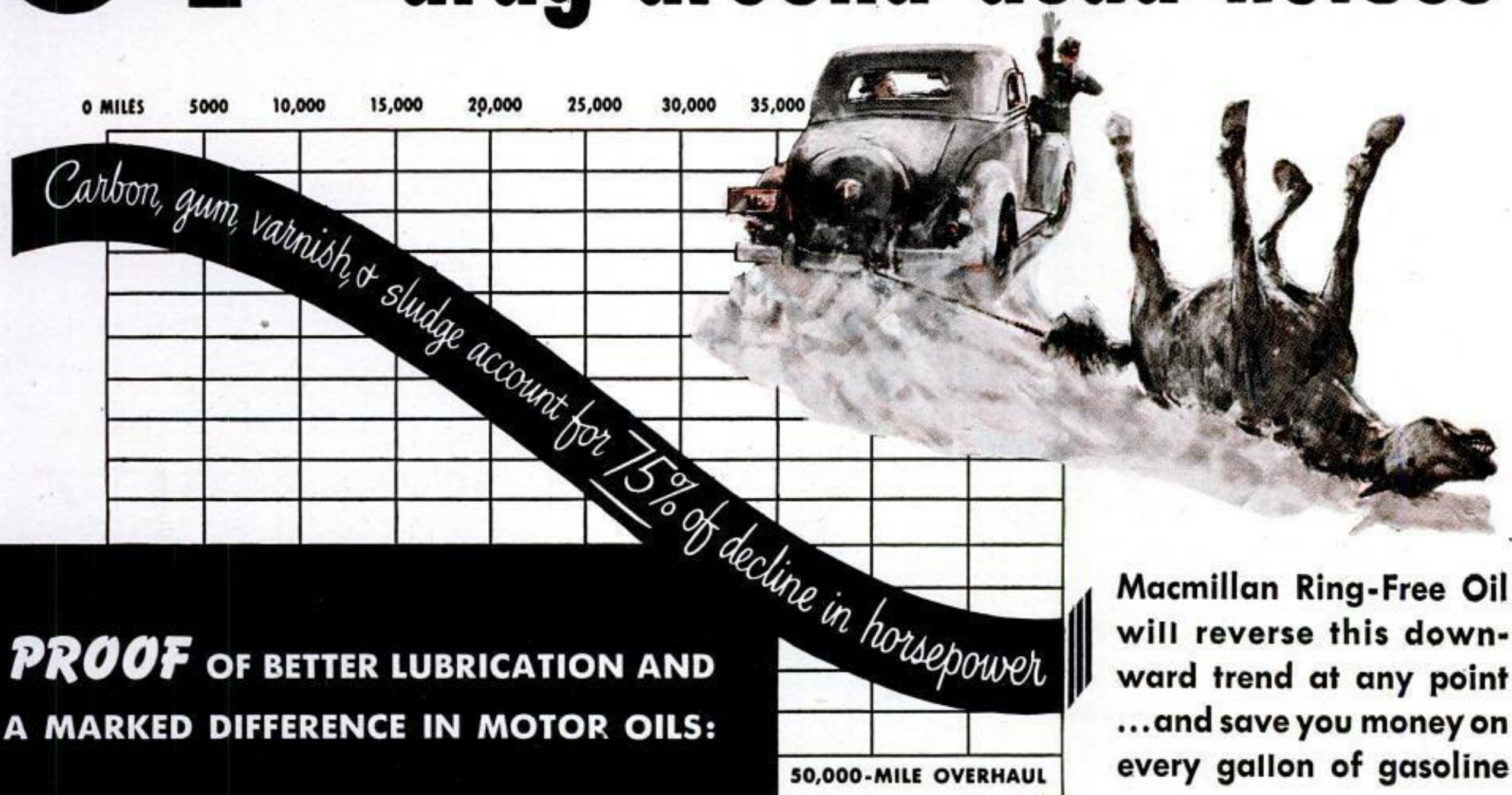


PENN SALT

products

Philadelphia 7, Pa.

STOP buying gasoline to drag around dead horses



POSITIVE PROOF OF BETTER LUBRICATION AND THAT THERE IS A MARKED DIFFERENCE IN MOTOR OILS:

On cars picked at random that had been using 26 other quality oils...by changing to Macmillan Oil the horsepower was increased on an average of over 8%.

**THIS MEANS AN 8% SAVING ON GASOLINE
OR OVER 2¢ PER GALLON*
OR \$2 ON AN AVERAGE OIL DRAIN PERIOD**

We guarantee to increase the horsepower in your motor by changing to Macmillan Oil!... See our money-back guarantee at your Macmillan Dealers.

If you doubt these statements, have your Macmillan Dealer arrange through his distributor for you to witness an impartial test proving these facts in your own car.

*FIGURING GASOLINE AT 25¢ PER GALLON

Macmillan Ring-Free Oil will reverse this downward trend at any point ...and save you money on every gallon of gasoline

Macmillan Oil is more than a lubricant—

IT REMOVES CARBON, THUS CLEANING THE ENGINE AND BY KEEPING IT CLEAN YOU INCREASE HORSEPOWER AND PERFORMANCE, THEREBY INCREASING THE LIFE OF YOUR CAR.

No other oil in the world can be made like Ring-Free because of the exclusive patented Macmillan refining process.

The Aeronca plane, powered by a Continental engine, that established the new world's endurance record flown by Dick Riedel and Bill Barris was lubricated exclusively by Macmillan Ring-Free Oil. Another example of exceptional lubrication by continued use of Macmillan Oil. This is the same oil that you buy at your service station.



Make your next drain Macmillan. In the meantime if you need a quart, request Macmillan at the sign of the big red "M".

© MACMILLAN PETROLEUM CORPORATION

YOU CAN BE **SURE**..IF IT'S
Westinghouse



- Streamline design
- Fabric Dial Control
- Beveled point and edges
- Cool, fatigue-proof handle
- Fast heating over entire soleplate

SPECIAL PREMIUM OFFER

Adjust-O-Matic Iron
PLUS
Safety Hot-Iron Holder

IRON PRICE \$11.95
HOLDER PRICE \$1.98
VALUE \$13.93

\$11.95
BOTH for only

It's too good to last...except for a limited time! The famous Westinghouse Adjust-O-Matic Iron...plus this practical Wil-Stan Safety Holder that safely stores the Iron when hot, protects it when cool. Westinghouse Irons have many special features that make ironing easier than you ever dreamed.

Take advantage of this special "Premium" offer today, at your Westinghouse retailer's.

EVERY HOUSE NEEDS A

Westinghouse
Iron



Banishes "Hot-Iron" Worry and Storage Problem



WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO
TUNE IN TED MALONE... Every Day, Monday through Friday... ABC Network

LETTERS TO THE EDITORS

—CONTINUED—

please print this explicit denial of any implication that I share the foibles, the way of life, or the attitudes toward my professional work which your writer attributes—I think unfairly—to him?

WALTER DORWIN TEAGUE
New York, N.Y.

DE SICA'S "SHOESHINE"

Sirs:

In your article "Strombolian Idyl" (LIFE, May 2) you said that "Italian Movie Director Roberto Rossellini has been wowing U.S. movie fans with such movies as *Open City*, *Shoeshine* and *Paisan*." As far as I know Rossellini did not have any part in the making of the beautiful picture *Shoeshine*, which was directed by Vittorio De Sica.

RENZO NISSIM
New York, N.Y.

• LIFE's error. De Sica did direct *Shoeshine*.—ED.

INGRID'S IDYL

Sirs:

What Ingrid Bergman (LIFE, May 2) needs is a good spanking and I hope her husband gives it to her.

RHODA SKIDMORE
Forest Hills, N.Y.

Sirs:

... Exit a dream, an illusion, the faith of our fathers. Run up the white flag, advocate free love and join the Communist party. You have disillusioned the whole of American manhood.

CHARLES DITMARS
Brewton, Ala.

• After a flying visit from her husband, Miss Bergman announced that when her work on the Rossellini film was done she would "leave Italy and meet my husband in either Sweden or the U.S." Dr. Lindstrom said, "There is no question of divorce." Then Miss Bergman went back to work and her husband took off for home.—ED.

Address the Editors
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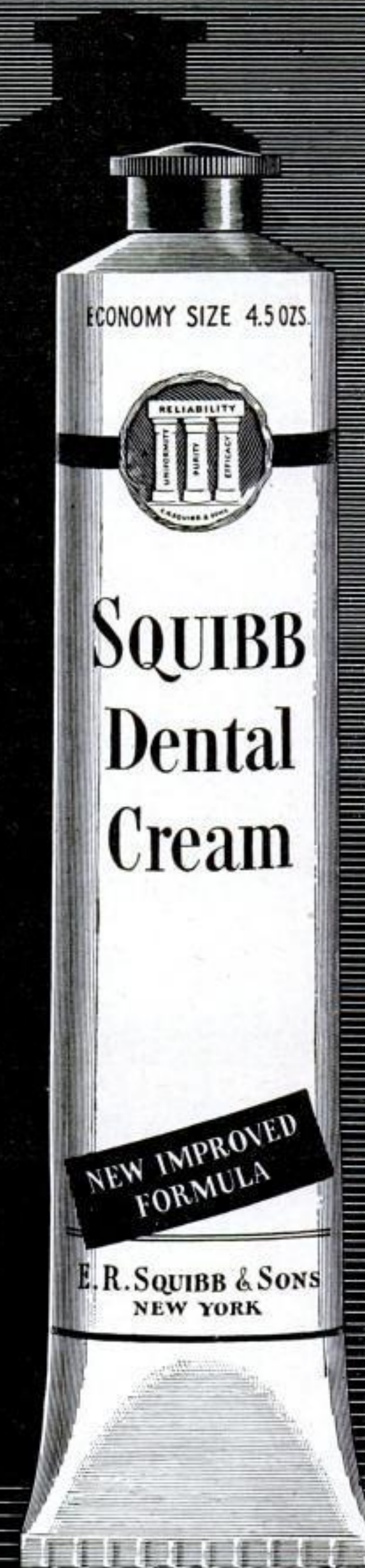
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for the
extra clean
feeling...

action of magnesium hydroxide

real peppermint for taste and breath

better penetration between teeth



The priceless ingredient of every product
is the honor and integrity of its maker



Jantzen
Lastex-powered figure-control
swim suits

here comes something sensational—Jantzen Nylastic

...here comes the last word in swim suits, the first completely new swim suit fabric in years...the finest, best-looking, best-functioning swim suit fabric ever made...a brilliant Jantzen development with nylon and laton...very light-weight, two-way stretch, quick-drying, flexible as skin and full of control. You get it only in Jantzen swim suits and trunks...in mat or satin finish...in wonderful special-for-Jantzen colors. Girls will find Nylastic in thrilling young suits with famous Jantzen girdle control and a marvelous new Jantzen strapless "Stay-Bra" boned to give you the bustline you want...

two-piecers 14.95...one-piecers 15.95. Other marvelous Jantzen suits 8.95 to 17.95.

Men will find Nylastic in perfect-fitting trim athletic-looking boxer trunks like these 5.95. Other Jantzen trunks 3.95 to 6.95...at most stores.



TAN with JAN...for a
glorious copper tan use
Jan Sun Oil, for protec-
tion use Jan Sun Lotion

WRITE FOR FREE STYLE FOLDER
JANTZEN KNITTING MILLS, INC., Dept. A, PORTLAND 14, OREGON

"Conversation Pieces" from the **KRAFT** kitchen

You know how pleasant it is when something you serve at a party starts enthusiastic conversation? Well, this Pick 'n Choose Salad is that kind of dish. Individual salads, *each one different* . . . and served with mayonnaise of such exquisite flavor that it's comment-rousing, too.

Leaf Lettuce
Perfection salad mold
Grapefruit and
orange salad

Tomato, carrot and
cauliflower salad
Pineapple and
peach salad

Whole tomato
and sliced
cucumber salad
Kraft Mayonnaise

Arrange 5 nests of crisp leaf lettuce on a chop plate and place the 5 individual salads on them with a bowl of Kraft Mayonnaise in the center. It's a most attractive platter, and you can vary it all sorts of ways with favorites of your own. But however you vary the salads, you won't vary the mayonnaise once you have tried Kraft's. So rich, so delicately piquant, it too is a "Conversation Piece."

Pick'n choose salad



Yes, they'll comment on the mayonnaise as well as on the salad if it's mayonnaise by *Kraft*.

Made solely from fine salad oil, eggs, and seasonings, Kraft Mayonnaise has a delightful piquant flavor that's noticed right away. The secret is in the way it's seasoned . . . with a subtle blend of fragrant vinegars, fresh spices, and *pure lemon juice* to give that intriguing piquancy.

Do try Kraft Kitchen-Fresh Mayonnaise, soon. Exquisite flavor . . . sumptuous richness . . . smooth, smooth texture from an exclusive beater . . . Kraft's is *true mayonnaise at its finest*.

True mayonnaise at its finest —

made with really choice ingredients, including pure lemon juice

GOODNESS!

STILL ONLY A NICKEL!



MR. PEANUT
Reg. U. S.
Pat. Off.

Yes, the famous
"Nickel Lunch"—
PLANTERS
SALTED PEANUTS—
is still only 5c.
And so is that pure,
wholesome peanut
candy bar—PLANTERS
JUMBO BLOCK.
Try 'em both!

These PLANTERS prod-
ucts are also made
in Toronto, and sold
everywhere in Canada.

PLANTERS is the word for PEANUTS

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SALON-SAFE FOR "BABY-FINE" HAIR SALON-SMART FOR EVERY HEAD

Have you got soft, fine "baby" hair you've always had
to "baby" when it comes to permanents?

No wonder you worry about *ordinary* home permanents.

Now with the new, improved Richard Hudnut Home Permanent
you use the same sort of preparations...even the same
improved cold wave process found best for waving
thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler,
cream waving lotion. No worry about being able to do a
good job. *If you can roll your hair on curlers, you'll manage beautifully!*

So make your next permanent a Richard Hudnut Home Permanent.

There isn't a lovelier, more luxurious, softer home wave
for any head! Price, \$2.75; refill without rods, \$1.50.

(Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, *natural-looking*.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent





SPEAKING OF PICTURES...

... PAINTING PRODUCES ACUTE REACTIONS ON PARIS LEFT BANK

Into the window of his store on Paris' Left Bank the proprietor of Romi's antique shop last month put two paintings. In the center of the window, in the place of prominence, he stood a painting of a nude getting into her bath. To the side, in a less conspicuous position, he hung a 50-year-old untitled work by an artist named Wagner. It depicted a lady, unclad

except for black stockings, peering through a partly opened door at an apparently unexpected visitor. The painting's price was 20,000 francs (about \$75).

Before very long the proprietor found that he had made a misjudgment. The center painting was being neglected, but the Wagner picture was stopping the most blasé Left Bank passersby in their tracks.

Observing this, a photographer named Robert Doisneau set up his camera back of the window and proceeded to record the surprise, puzzlement and delight of his fellow Frenchmen as they suddenly saw the painting. His pictures prove beyond dispute that people found the painting highly interesting but so far nobody has offered 20,000 francs for it.

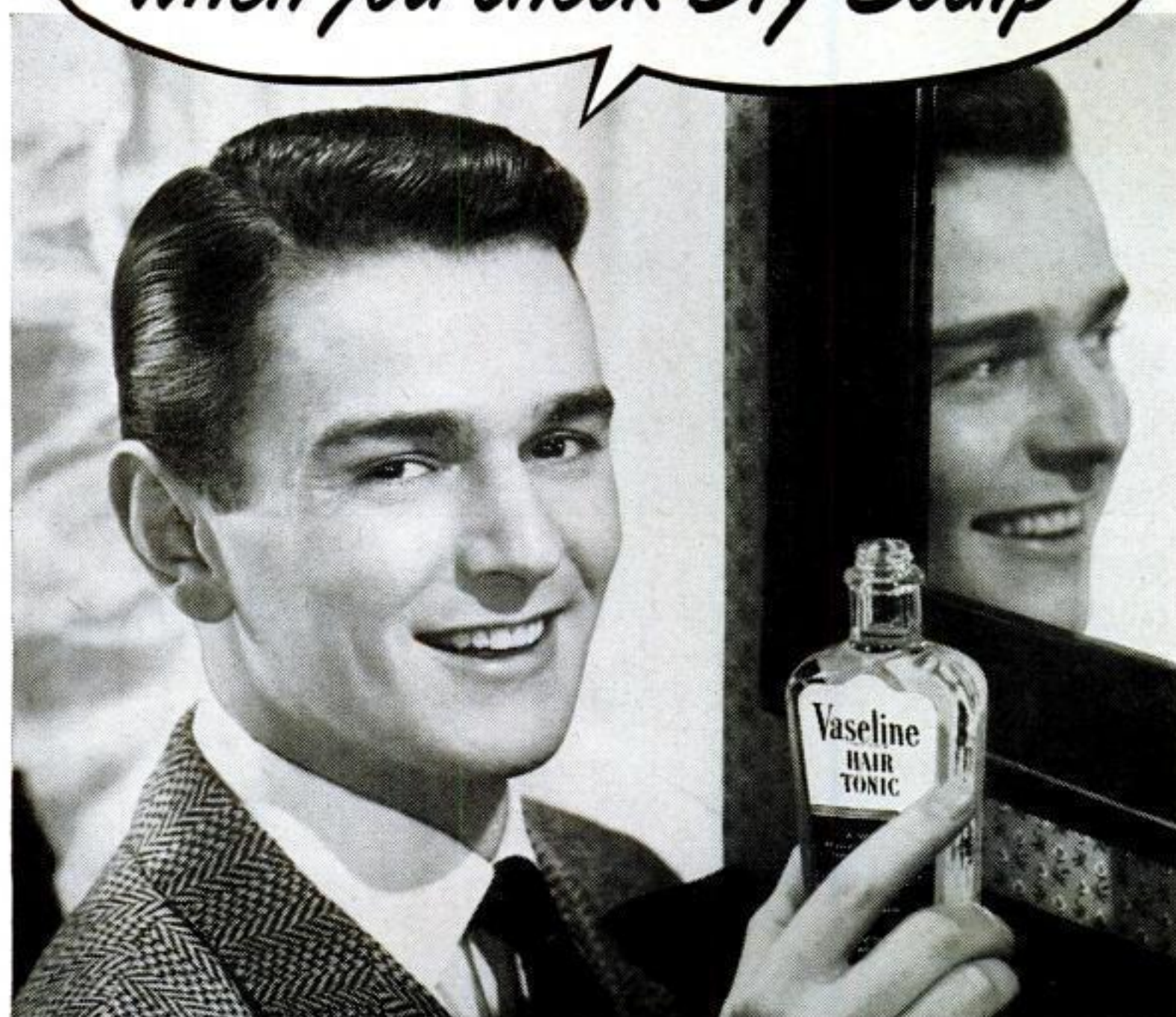


oh-oh, Dry Scalp!



"... SAM'S nice to be with, but he'd be a lot nicer if he did something about that Dry Scalp! His hair is dull and unruly—must be awfully hard to manage. And he has loose dandruff, too! I've got just the right ticket for him—'Vaseline' Hair Tonic!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



IT'S EASIER than you may think! 'Vaseline' Hair Tonic checks Dry Scalp... makes a world of difference in the good looks of your hair. It's ideal with massage before shampooing, too. Contains no alcohol or other drying ingredients. It's double care... for both scalp and hair... and it's economical, too.

Vaseline HAIR TONIC

TRADE MARK®

TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS, WEDNESDAY NIGHTS; LITTLE HERMAN, NEW MYSTERY SHOW, SATURDAY NIGHTS, ON ABC. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

SPEAKING OF PICTURES

CONTINUED



A CROWD GATHERS outside Romi's window to observe the impromptu art show. The store specializes in entertaining objects of the 1890-1900 period.



DIVIDED ATTENTION is given by a window-shopping couple. Wife earnestly discusses center painting, but her husband's eyes are already wandering.

It's an Elgin for graduate

William Carlton Mitchell

M.I.T. '49

"HE'LL BE PROUD OF ITS SMART STYLING," says his **MOTHER.**

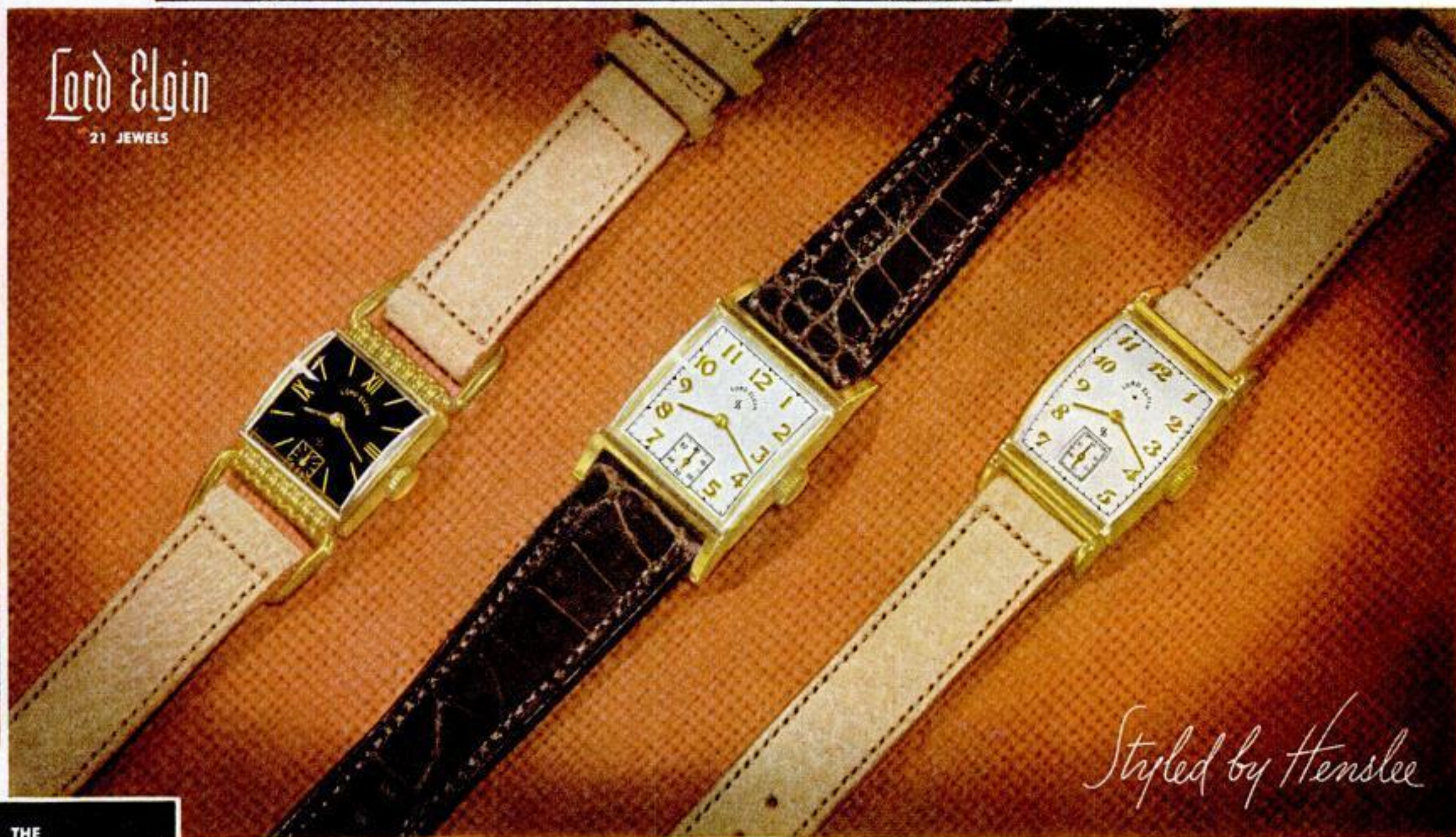
"We know he wants an Elgin . . . and this Elgin is the handsomest man's watch I've ever seen."

"HE'S SURE TO APPRECIATE THE VALUE OF THAT MAIN-SPRING," says his **FATHER.**

"New, better, the DuraPower Mainspring is exactly the kind of thing that appeals to Bill."



Son of Mr. and Mrs. Robie L. Mitchell, of Garden City, New York, Bill is majoring in Civil Engineering, is Chairman of the Budget Committee, and Treasurer of the Institute Committee.



Lord and Lady Elgins are priced from \$67.50 to \$5,000. Elgin De Luxe from \$47.50 to \$67.50. Other Elgins as low as \$29.75. All of the prices include Federal Excise Tax.



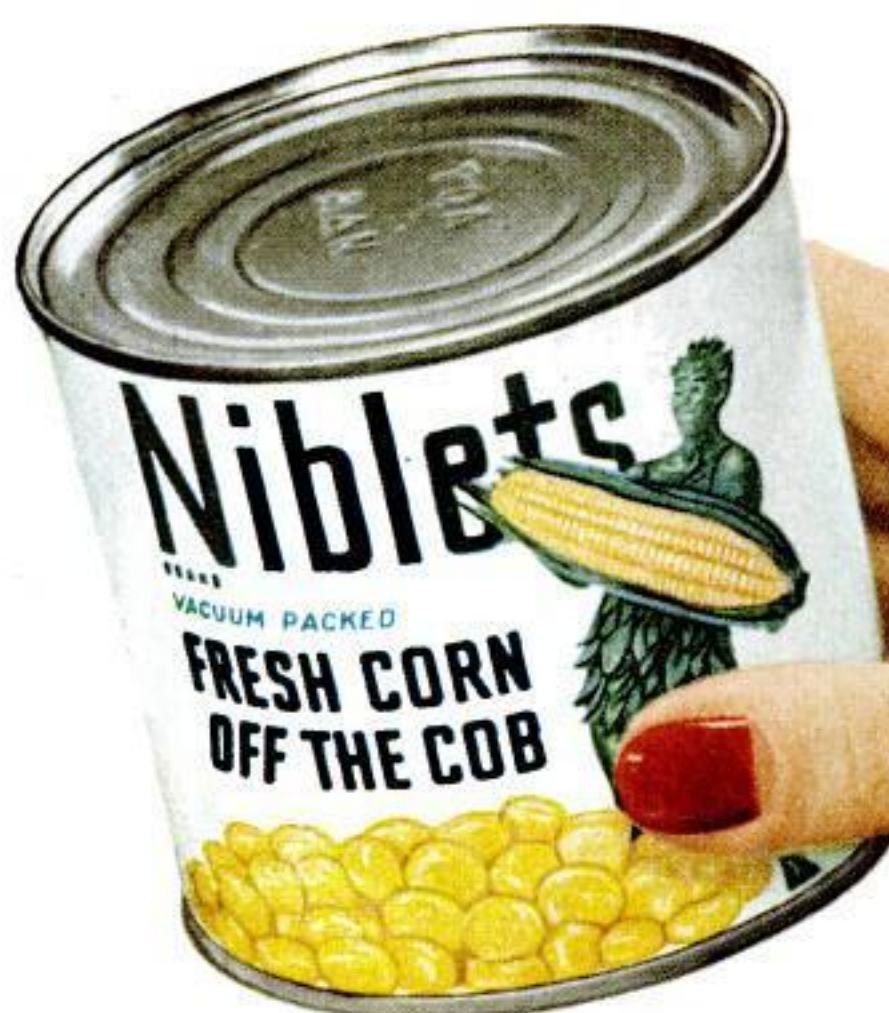
This year it will be an Elgin for thousands of graduates. A proud tradition carried on by the finest Elgin watches ever made. For these new Elgins are truly style leaders. Original creations thrillingly distinctive. And their exclusiveness does not stop with beauty. Only an Elgin has the remarkable DuraPower Mainspring that eliminates 99% of watch repairs due to steel mainspring failures. Only an Elgin has this aid to *permanent* accuracy.

Through all the years ahead *your* graduate will be happier with an Elgin Watch. See these newest triumphs of America's great creative and productive genius at your jeweler's now.

Only an **ELGIN** *has the DuraPower Mainspring*

*Patent pending. Made of "Elgiloy" metal

Tonight



- 1 It may be on your pantry shelf.
It's certainly on your grocer's shelf.



- 2 Just a few twists of your old stand-by, the can opener, does the trick.

- 3 And there to greet you are the golden kernels of this prize corn grown the Green Giant way. Just add a pat of butter and heat gently till the butter melts,



Listen to the Fred Waring Show on NBC every Friday morning for the Green Giant

Niblets BRAND
whole kernel Corn



Minnesota Valley Canning Co., headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ont. Also packers of Green Giant Brand peas.

© MVCCo. "Niblets" and "Green Giant" Brands Reg. U. S. Pat. Off.

LIFE'S REPORTS



THE WALI RULES LAND BY TELEPHONE

THE WALI OF SWAT

Peace and progress please a self-made prince

by ROBERT LUBAR

Who, or why, or which, or *what*,
Is the Akond of Swat?
Is he tall or short, or dark or fair?
Does he sit on a stool or a sofa or chair,
or SQUAT?
The Akond of Swat? . . .

As I nosed my car up the barren Malakand Pass in the snow-capped peaks of the Karakoram Range to find the answers to Edward Lear's turn-of-the-century jingle about the strange principedom of Swat, I felt like an intrepid adventurer about to enter a bleak land inhabited only by mountain goats and outlaw tribesmen brandishing .303 rifles. Swat is a tiny place of some 500,000 population in the northern corner of Pakistan, and the area where it lies is famous in the history of British conquest—Kipling's Gunga Din and other heroes did their fighting in the very pass through which I was proceeding. But instead of entering a trackless wilderness my car rolled onto a smooth two-lane highway that meandered through a river valley as peaceful and green as the Connecticut. The river was the Swat, which gave the country its name. Along its banks and up into the highlands the wheat grew shoulder-high, and in the neat villages trade was brisk. And everywhere my car was greeted not by bullets but by welcoming salutes.

In Saidu Sharif, the tiny hillside capital, I was directed to a rambling English-style country house which turned out to be the visitors' palace. At the entrance steps four uniformed men stood stiffly at attention

[CONTINUED ON PAGE 28](#)



SWAT POLICEMAN-SOLDIER stands guard on bridge. Fort in the background is part of Swat's defense system, linked by telephone to Wali's palace.

*A toaster that
makes breakfast taste better!*



See the General Electric Automatic Toaster at your retailer's

General Electric Automatic Toaster

keeps your toast warm till you want it, or pops it up!

Pops up or keeps warm!



Hot toast, hot eggs—the perfect combination! The General Electric Toaster makes sure you get them that way every morning. It has a new feature—a built-in device to pop your toast up or keep it warm till the eggs are ready.

Toasts exactly as you like it!



However you like your toast—light, medium, or dark—you can have it. Just set the control. This toaster will deliver toast to your taste—whether you toast one slice or twenty!

Snap-in Crumb Tray!



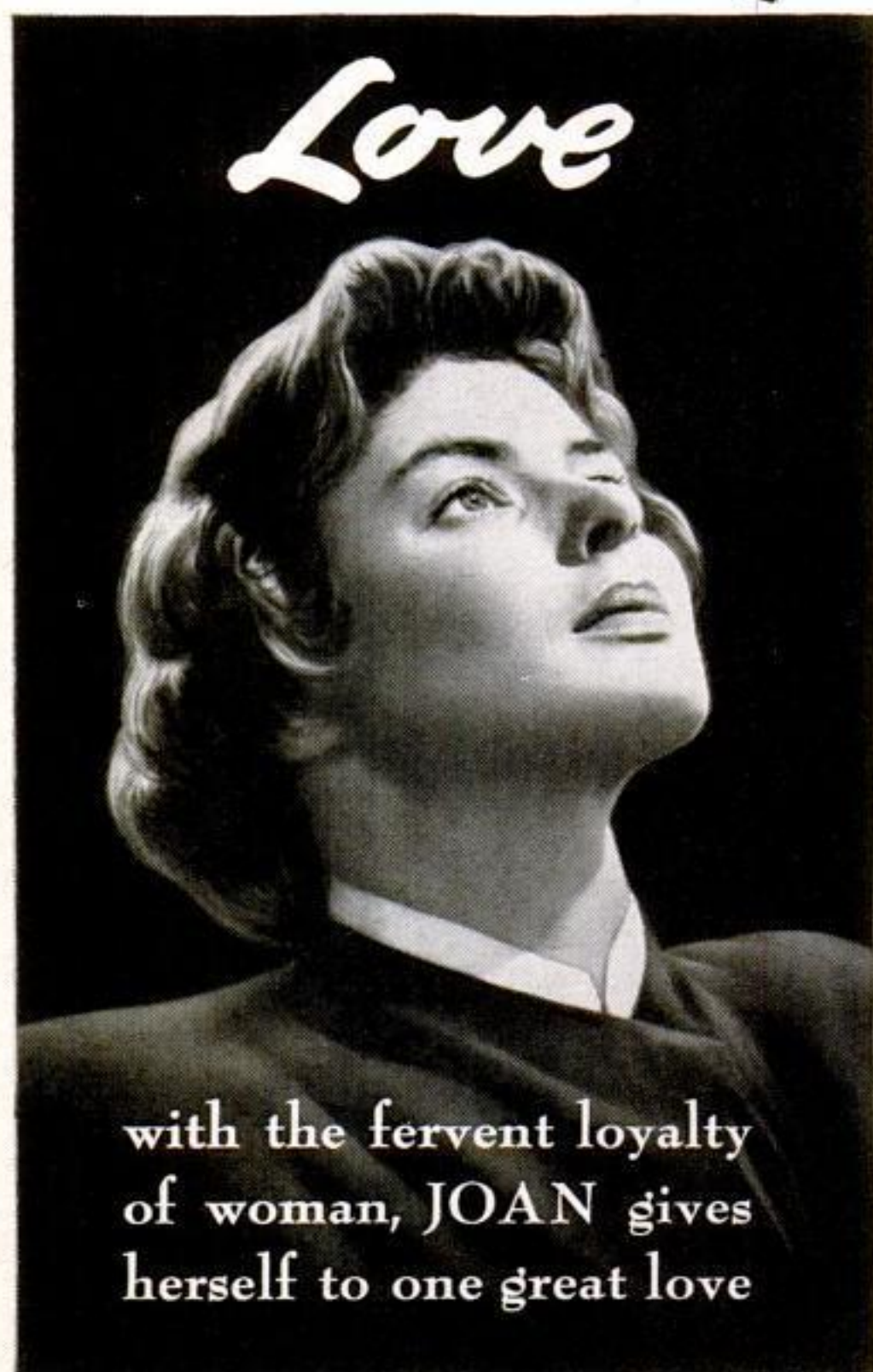
Gone are the days when it took all morning to get the crumbs out of the toaster. This shiny, sturdy beauty has a snap-in crumb tray—you can give it a complete cleaning in less than a minute. General Electric Company, Bridgeport 2, Connecticut.

"Toast to Your Taste—Every Time"

GENERAL  ELECTRIC

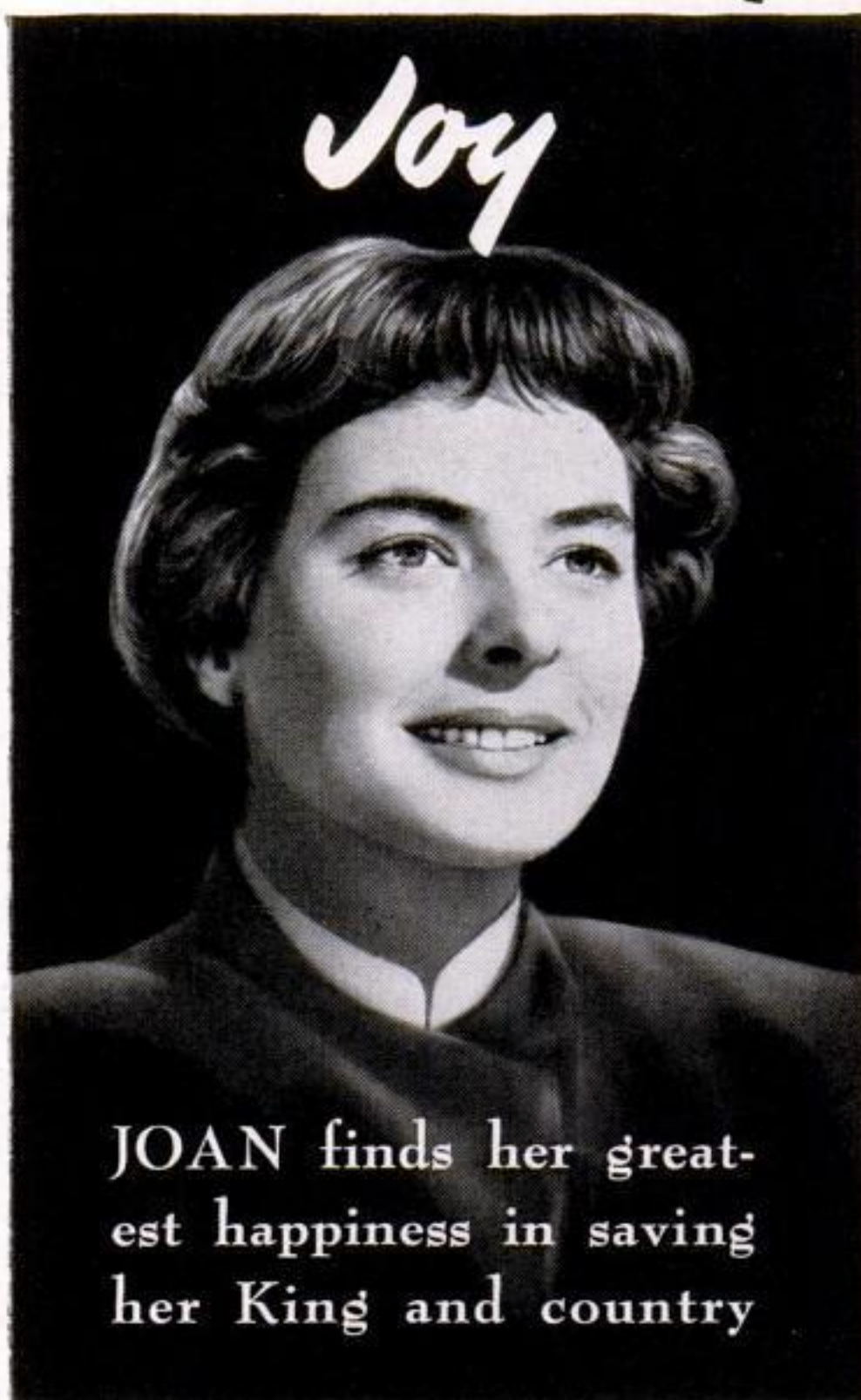
The Greatest Story of WOMAN.

Love



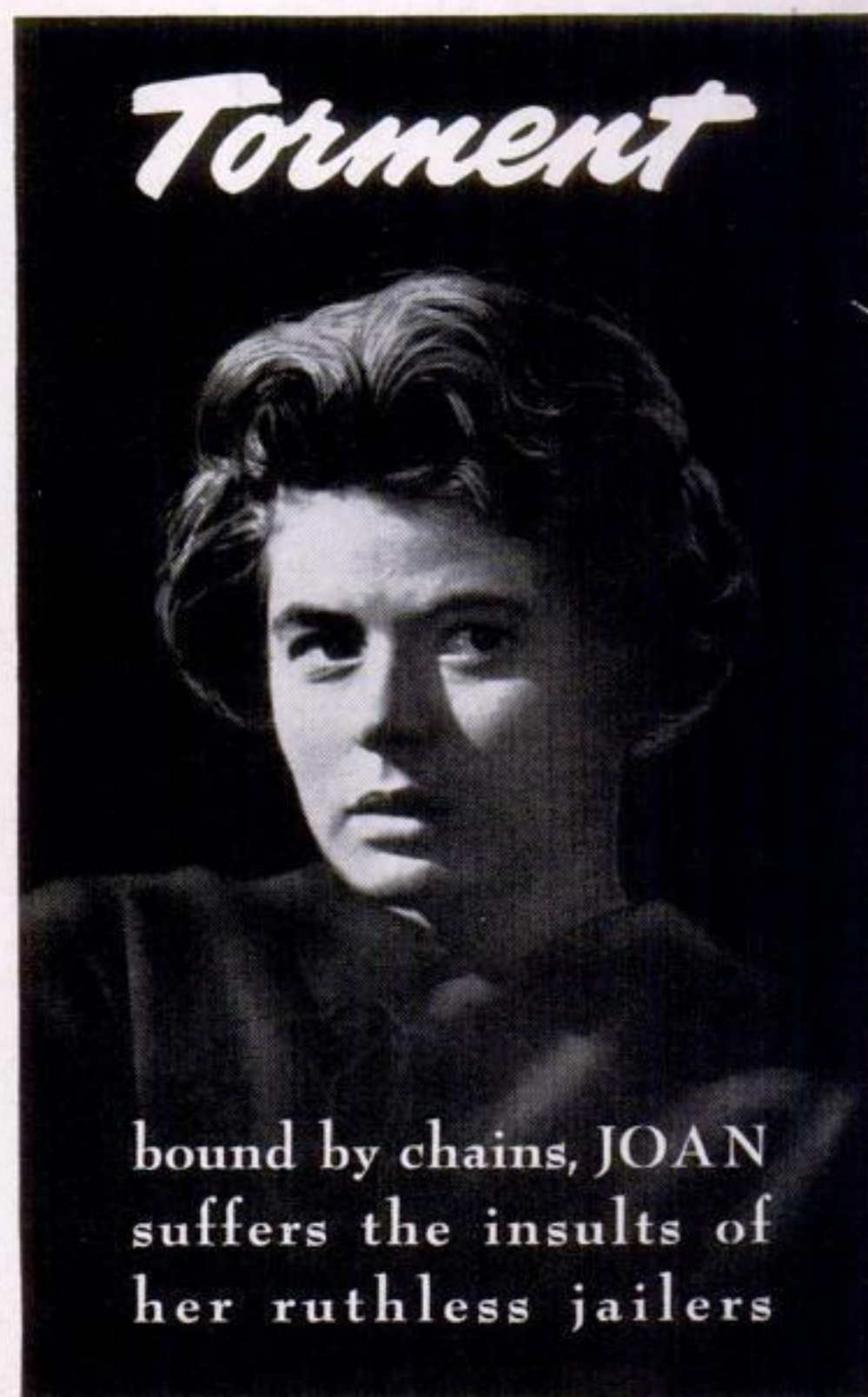
with the fervent loyalty of woman, JOAN gives herself to one great love

Joy



JOAN finds her greatest happiness in saving her King and country

Torment



bound by chains, JOAN suffers the insults of her ruthless jailers

Soon, you will affectionately call her JOAN, for hers is the one great story of woman... a living woman pulsating with all the mingled passions of love... fear... triumph... sacrifice. She is the symbol of women in all walks of life... her story is a flaming tribute to all women... today's woman—YOU!

JOAN

starring

INGRID

A VICTOR FLEMING

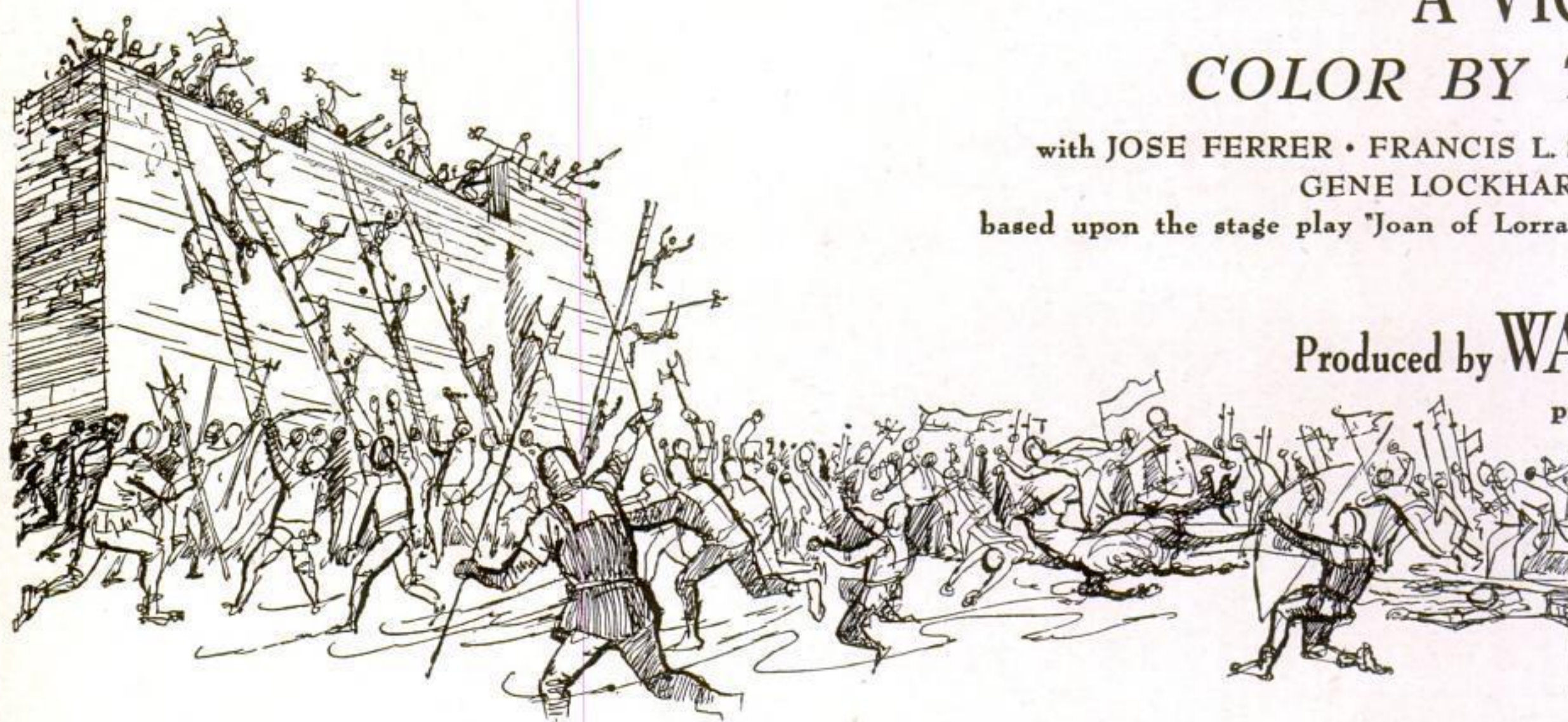
COLOR BY TECHNICOLOR

with JOSE FERRER • FRANCIS L. SULLIVAN • J. CARROL NAISH
GENE LOCKHART • JOHN EMERY • GEORGE

based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
art direction by RICHARD DAY

Produced by **WALTER WANGER**

presented by SIERRA PICTURES



**SPECIAL
ACADEMY AWARD**

...to Walter Wanger for distinguished
service... by his production of the picture

"JOAN OF ARC"

• not one human emotion left untouched!

Fear



caught in the web of intrigue, JOAN knows the terrors of the persecuted

Triumph



JOAN brings victory and glory to the one man of her devotion

Sacrifice



higher and higher climb the flames. A screen climax without precedent

JOAN OF ARC BERGMAN

PRODUCTION

CAST OF THOUSANDS

WARD BOND • SHEPPERD STRUDWICK • HURD HATFIELD
COULOURIS • JOHN IRELAND and CECIL KELLAWAY
screenplay by MAXWELL ANDERSON and ANDREW SOLT
director of photography JOSEPH VALENTINE A. S. C.

Directed by VICTOR FLEMING

distributed by RKO RADIO PICTURES



LOOK MAGAZINE
AWARD WINNER

"JOAN OF ARC...biggest film
spectacle of the year!"
"WALTER WANGER... greatest
showman of the year!"



PHOTOPLAY MAGAZINE
GOLD MEDAL

...to INGRID BERGMAN,
distinguished star of JOAN OF ARC
...most popular actress of the year."



See
it
Better



Hear
it
Better

STROMBERG-CARLSON TELEVISION



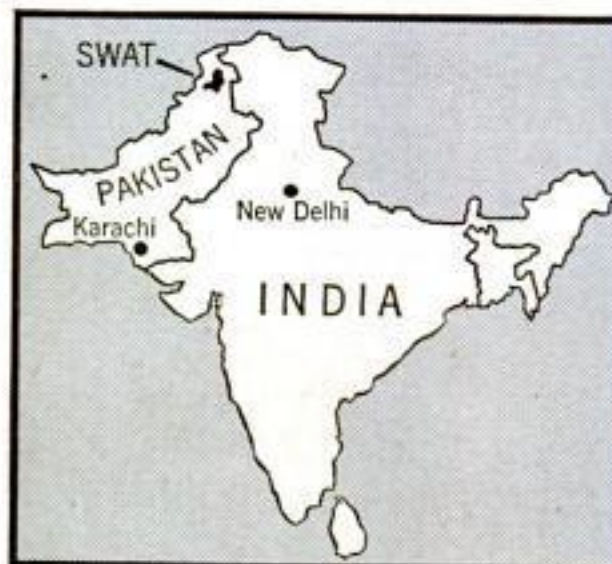
You can't imagine how delightful television is until you see and hear it on a Stromberg-Carlson! You'll be thrilled by the spacious, brilliant, clearly-defined picture. And you'll be entranced by famous Stromberg-Carlson tonal realism. Both sight and sound are at their best for your pleasure. The Stromberg-Carlson ROCHESTER, with its 12½ inch tube, gives you a big direct-view picture and superb tone quality for static-free FM radio as well as for television. The smart decorator-designed cabinet, in ribbon-striped mahogany veneers, goes beautifully on a harmonizing table. For nearest dealer, see classified pages of your 'phone book.

Console and table television from \$395 to \$985
Radios and radio-phonographs from \$29.95 to \$495

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SMALLISH SWAT, scene of many frontier fights, is now in Pakistan.

LIFE REPORTS CONTINUED

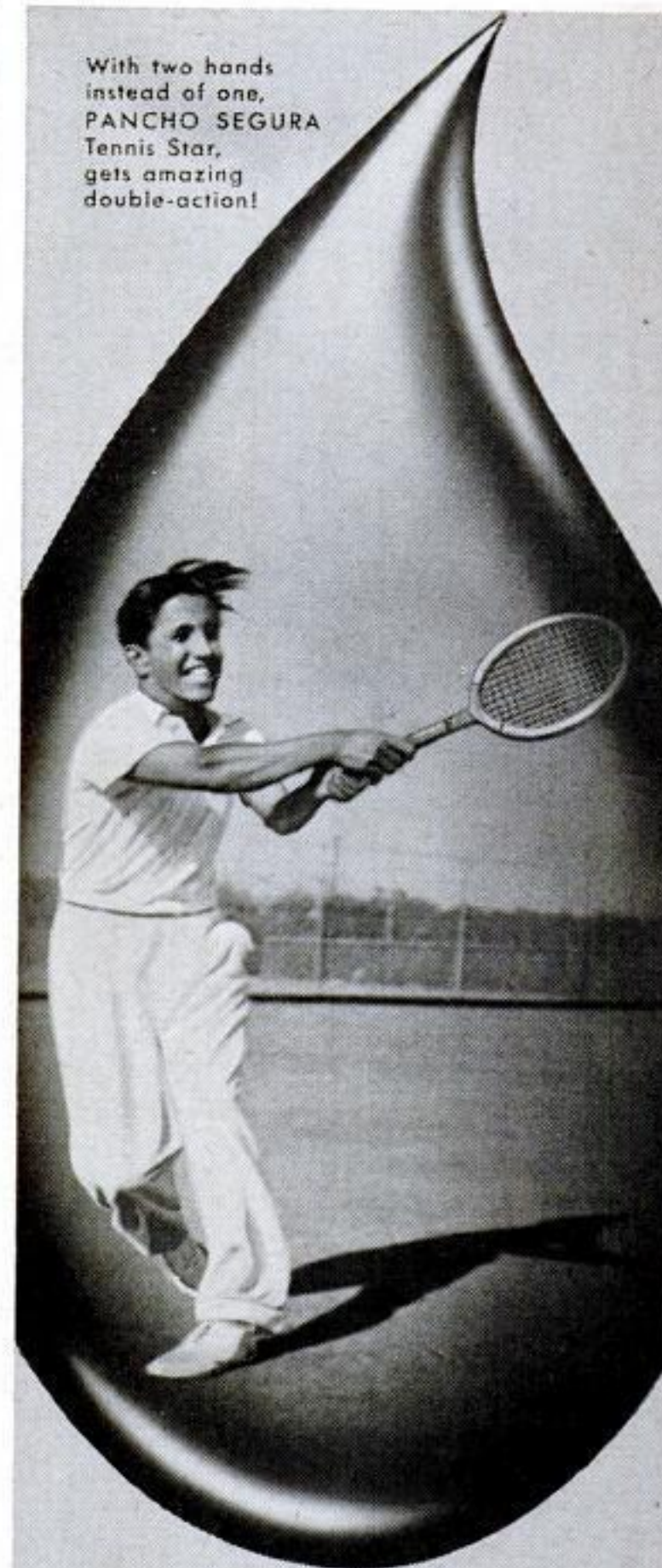
while I passed self-consciously up a long red carpet. A dapper and handsome gentleman in a bright pepper-and-salt sports jacket and gray flannels introduced himself as Prince Jahanzeb, the Wali-Ahad (crown prince) of Swat.

The palace had the usual accouterments of Eastern luxury—thick, priceless Persian rugs on wall and floor, displays of Imperial Russian china and Mogul paintings. It was also fitted with two American electric refrigerators, a radio and top-notch plumbing. Emerging from the army of servants who had arranged my room, I asked when I could call on the Wali, who lives in a separate palace farther up the hill. In Swat, I was informed, that wasn't done. The Wali-Ahad clapped a lemonade into my hand and said his father would call on me.

The Wali of Swat, despite his improbable, baseball-like title, is the real-life ruler of this little, 4,000-square-mile country. At 67 he is as odd a figure as his title. When he shambled into the room where I was waiting with my lemonade, I thought for a moment that by some odd quirk I was being joined by a grizzled old New England fisherman. He was short and white-haired, wearing a brown wool, pork-pie hat, high rough boots and brown woolen shirt and pants that looked as though they came from Army surplus. These clothes were the Wali's own design, and the shirt was more ingenious than it looked. It had a battery of pockets in which the little prince, a man ready for emergencies, keeps a supply of quinine, a bottle of iodine, a box of shotgun shells and an eyeglass case. Some years ago a cataract growth cost the Wali the sight of one eye and so threatened the other that he must wear an inch-thick lens to see at all.

The Wali brushed off my carefully rehearsed salaam with a hearty handshake and sat down on a low backless stool next to the fireplace. The interview was brief since he could speak no English

With two hands instead of one, PANCHO SEGURA Tennis Star, gets amazing double-action!



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DOUBLE ACTION!

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PENNZOIL,
the double-action,
summer oil!

IT FLOWS FAST—

instant lubrication to
assure safe warm-up!

IT STAYS TOUGH—

lasting safety to endure
hard summer driving!

CHANGE NOW!



At better dealers, coast to coast

*Registered Trade Mark * Member Penn. Grade Crude Oil Ass'n., Permit No. 2
**Tough-film PENNZOIL* gives all engines
an extra margin of safety**

CONTINUED ON PAGE 31



Take the wheel Try the new Ford "Feel"

She I love the "feel" of the Ford—the way it handles. You don't drive it—you aim it!

Us Thanks, lady, that's because Ford's special steering geometry gives you true "Finger-Tip" control!

She And on rough roads my Ford feels like a Pullman!

Us Ford's "Mid Ship" Ride is so comfortable because new "Hydra-Coil" Front Springs and new "Para-Flex" Rear Springs soak up the bumps before they get to you!

She The whole car feels so solid, too!

Us Yes, Ford's heavy-gauge steel "Lifeguard" Body combined with our new frame is 59% more rigid!

She I've never felt such easy-acting brakes, either!

Us Actually, they operate 35% easier because part of the car's forward motion is used for stopping power!



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Us Ford's "Picture Windows" give you up to 20 square feet of "see-ability"—the rear window alone is 88% larger!

She I love Ford's "feel" of power!

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White side wall tires, optional at extra cost.

Take a big juicy bite!



Franks at a picnic are just as much an American institution as picnics themselves.

So take along plenty of Armour Frankfurters in handy packed-for-a-picnic packages. They're made fresh every day right near your home, in one of the many Armour Kitchens. They're made plump and juicy

with tender beef and pork—lightly seasoned to your taste. Grill 'em, roast 'em on a long stick, or heat in a pan of water over your picnic campfire. Pop 'em into long buns—add mustard and your favorite relish!

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Gentle glider-swing exerciser keeps baby amused and off the floor, safe from harm. Can't tip over. Easily folded.



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All-purpose swing and seat. For use in the yard, or porch, in the home or as a travel seat.



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So light . . . pick it up and carry on street car or bus! Folds into small unit. Ideal for quick neighborhood trips.

AT ALL LEADING STORES

Mother! SEND DATE OF YOUR BABY'S BIRTH TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

WELSH COMPANY

Largest Manufacturer of Folding Baby Carriages
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LIFE REPORTS CONTINUED

and I no Pushtu. The Wali-Ahad interpreted. I complimented the Wali on Swat's prosperous, up-to-date look. How had he done it? He grinned delightedly, and his reply was not at all modest, "Before I became ruler, I looked around and saw disunity, continual fighting and backwardness. I determined to put a stop to it. I brought peace to Swat. Also, I liked new things. I brought the first chair into Swat and the first Thermos." Then he asked meekly, "May I go now?" and scurried out.

The Wali was not idly boasting. He is that curiosity of curiosities, a self-made prince. In the early 20th Century, Swat was a constant battleground of 24 separate tribes who relied for their livelihood on what they could loot from their neighbors. In those days the Wali was simply Miangul Gul-Shahzada Abdul Wadud, a tribal leader with local influence around Saidu Sharif, his home town. He enjoyed some distinction as grandson of the Akhund (or Akond) of Swat, a spiritual leader who preached and crusaded around the valley in the early 19th Century.

As a tribal warrior Abdul Wadud was tougher than most, and by 1917 he had knocked enough heads together to humble all 24 tribes of the area and bring them under his rule. With peace achieved he soon began accumulating American cars, refrigerators, telephones, radios and flush toilets. He hired engineers to build irrigation projects and what is today a fine 300-mile road system. He also ended the system of *wesh*, which was hobbling agriculture. Under *wesh*, all cultivable land was reshuffled by lots every four years, presumably so everybody would get a chance at the more fertile plots. But since every farmer knew he was going to lose his plot after four years, he saw no sense in improving it. With *wesh* abolished, good houses and orchards mushroomed in Swat. On the improved land Swatis now grow enough grain to export 16,000 tons a year. Swat's annual revenue is \$1.5 million from taxes, exports and other sources. Most of this is plowed back into land improvement or things like scholarships for Swati youths at outside universities.

The British, who had regarded Swat as one of the most troublesome spots in the Indian empire, were grateful for its pacification and in 1926 they recognized Abdul Wadud as ruler. They wanted to call him Nawab, a typical title for a Moslem prince. But Abdul Wadud was already called Badshah (king) by his more devoted followers, and he regarded Nawab as a comedown. The agreed

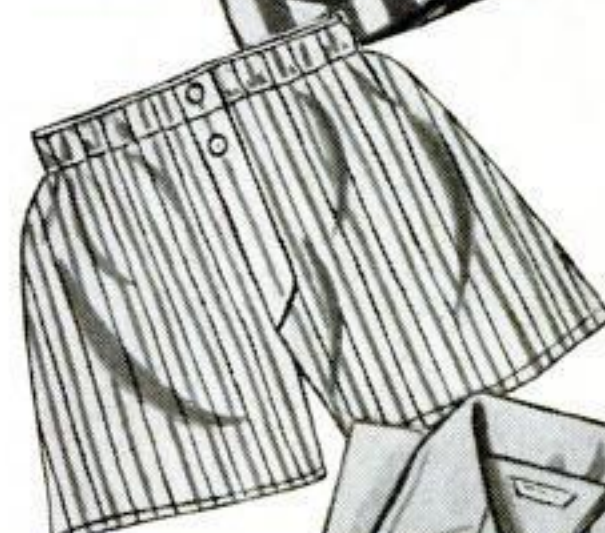
For Sheer shirt comfort

Pick a Perfecto in finely woven, open-weave fabric . . . for cool comfort. Enjoy, too, the superb tailoring of the famed Perfecto, smooth-fitting "contour shoulder". Smart collar styles to select from in whites, solid colors and a variety of handsome patterns. Sanforized*, of course.

*Fabric shrinkage less than 1%.



KERRY KNIGHT PAJAMAS for men



KERRY KUT SHORTS for men & boys

PADDLE & SADDLE SPORT SHIRTS for men & boys



BOY BLUE PAJAMAS for boys

BOY BLUE SHIRTS for boys

CONTINUED ON NEXT PAGE

It Takes The Cake

TO PROVE THE MIXER



New Universal Mixer and Juicer Beats, Mixes, Juices, Whips and Mashes!



Juices faster and easier



Lighter for portable use



Tilts for beater removal

It's so *easy* to make rich, fluffy cakes and creamy-smooth icings with this wonderful new Universal Mixer and Juicer. Any beginner can do it! Simply dial one of the 10 tested speeds to meet *any* mixing need and presto! — your mixing's done . . . with success assured every time, no matter how fussy the recipe.

At a touch of your fingertip this new Universal whirls through *dozens* of daily kitchen chores. It whips potatoes to airy-lightness in a jiffy . . . mixes satiny-smooth batters for lighter, tastier cakes . . . saves you time and effort at every turn. See it at your Universal dealer's before you bake another cake. It's the mixer buy of a lifetime!

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Complete with Juicer
Denver and West, Add One Dollar



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AUTOMATIC TOASTER



BEAM-O-LITE IRON



HEATING PAD



COOK-A-MATIC WAFFLE-GRILL



COFFEEMATIC

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SON JAHANZEB, Wali-Ahad or crown prince, is a college graduate.

LIFE REPORTS CONTINUED

compromise was Wali, a Persian word which means simply "ruler." In 1930 the deal was sealed by the British viceroy, Lord Irwin (now Lord Halifax), who traveled up to Swat and made the Wali a Knight Commander of the Order of the British Empire. The Wali remained an enthusiastic friend of the British until they left in 1947. Then he acceded to Pakistan.

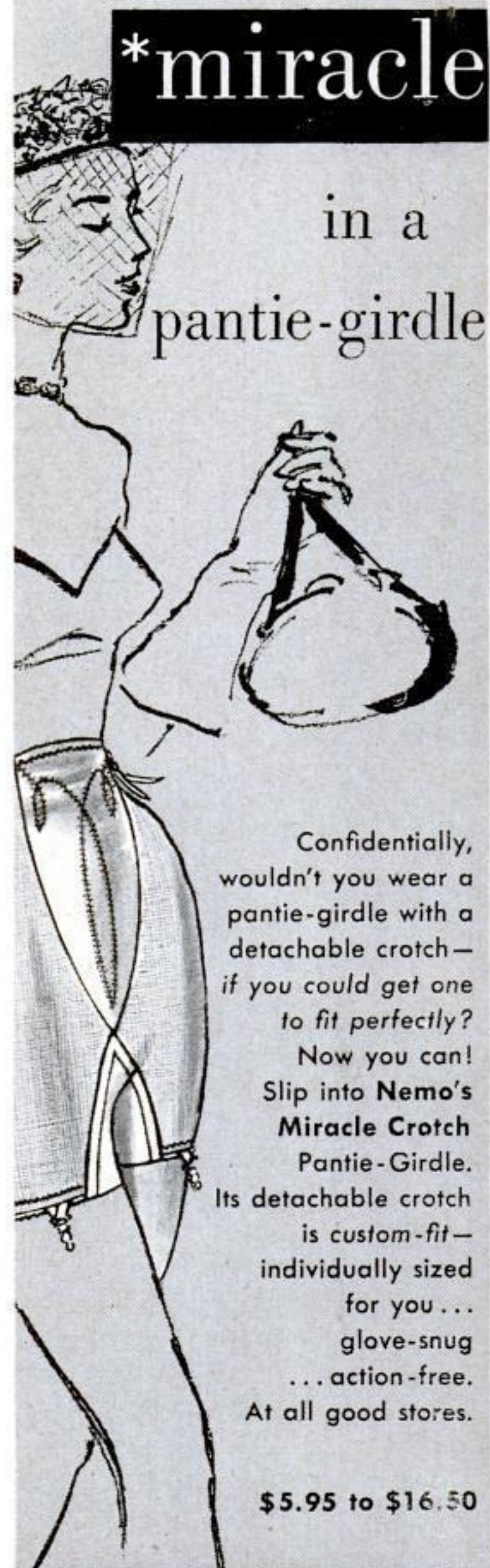
As ruler the Wali is a model for autocrats. Since he never learned how to read and write, Swat has no official paper work and no bureaucracy. The government is entirely inside the Wali's head. His main governing device is the telephone. Each morning at 5:30 he begins phoning local emissaries all over the state. In between calls he receives in person an average of 200 petitioners a day. Early in his reign the Wali felt obliged to furnish each petitioner with a meal, but eventually he became suspicious that people were coming around just to be fed, so he reluctantly discontinued the practice. Recently he has been delegating some of the telephoning and interviewing to the Wali-Ahad, who is a college graduate (Peshawar's Islamia College) and a skillful politician. But the Wali still personally handles all cases of highway robbery, all offenses against strangers and crimes with political significance.

The Wali's combined police-army is an organization of 12,000 volunteers who wear a uniform which the Wali himself designed. Most of these men are enrolled in the Fauji Naukaran, or home guard; they are provided rifles and retainer pay by the Wali but live at home until trouble occurs. The rest are in the Qila Naukaran (fort service). They man a string of 80 forts sprinkled throughout the state, towering square structures made of sticks and mud which look like the stockades of pre-Revolutionary America. Their warlike appearance is belied to some extent by the fact that the 20 men who

A pantie-girdle with the detachable

Miracle Crotch

that custom-fits where others may bind or bulge. For fastidious you, **Nemo** creates a



in a
pantie-girdle

Confidentially, wouldn't you wear a pantie-girdle with a detachable crotch — if you could get one to fit perfectly?

Now you can! Slip into Nemo's **Miracle Crotch** Pantie-Girdle. Its detachable crotch is custom-fit — individually sized for you . . . glove-snug . . . action-free. At all good stores.

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*MIRACLE CROTCH

the *only* pantie-girdle with the custom-fit detachable crotch



p.s. Wear it as a girdle too. Remove crotch, close hooks and eyes, and presto — you have a glamorous girdle.

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CONTINUED ON PAGE 34

30 MILLION KIDS OVERSEAS NEED SOAP!



You can help! Here's how you can send them Swan Soap through CARE—at no cost to you!

LEVER BROTHERS COMPANY WILL SEND A REGULAR CAKE OF SWAN OVERSEAS FOR EVERY TWO SWAN WRAPPERS YOU SEND IN!

Next to food, one of the scarcest and most desperately needed things in Europe today is *soap*.

The health of babies and little children is endangered by lack of soap. As you know, cleanliness helps prevent disease. Nothing combats dirt like soap.

Give those poor kids in Europe a break!

Send lots of wrappers! For every 2 Swan wrappers, we will send a regular size cake of Swan to some kid over there through CARE, which *guarantees* delivery.

Here's all you do: Buy 2 or more cakes of Swan today. Buy a dozen! Keep the soap, and mail in the wrappers. Just fill out the coupon below and mail it and your Swan wrappers to CARE, Boston 1, Mass.

Lever Brothers Company will send Swan —

BOB HOPE says: "This is a wonderful idea. I hope everyone takes full advantage of this opportunity to help the kids overseas get the soap they need."

1 cake for every 2 wrappers—to CARE, the great non-profit, government-approved organization which delivers CARE Packages to the needy in Europe. CARE and Lever Brothers Company *guarantee* delivery.

Your cakes of Swan for needy kids cost you only the tiny chore of sending in your Swan wrappers. Send 'em in NOW! You'll help millions overseas get a better break! So get some Swan. It's the best soap afloat.



Another fine product of Lever Brothers Company, Makers of Lux and Rinso

CARE, BOSTON 1, MASS.

I want to send . . . cakes of SWAN to the needy children overseas. Enclosed are . . . SWAN wrappers. (One regular size cake of SWAN will be sent for every 2 wrappers received.)

CONTRIBUTED BY _____

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CITY _____ STATE _____

All wrappers must be mailed before August 1, 1949

"I'm this way about GRO-PUP"

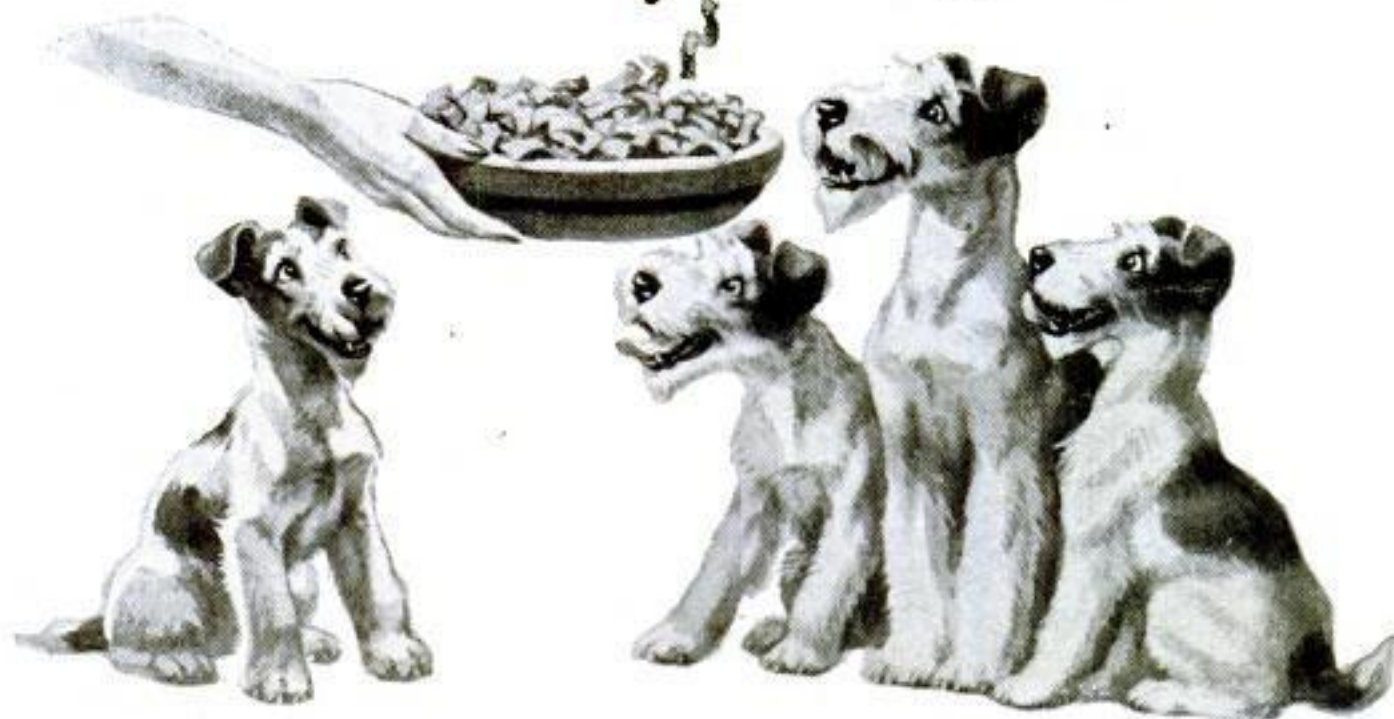
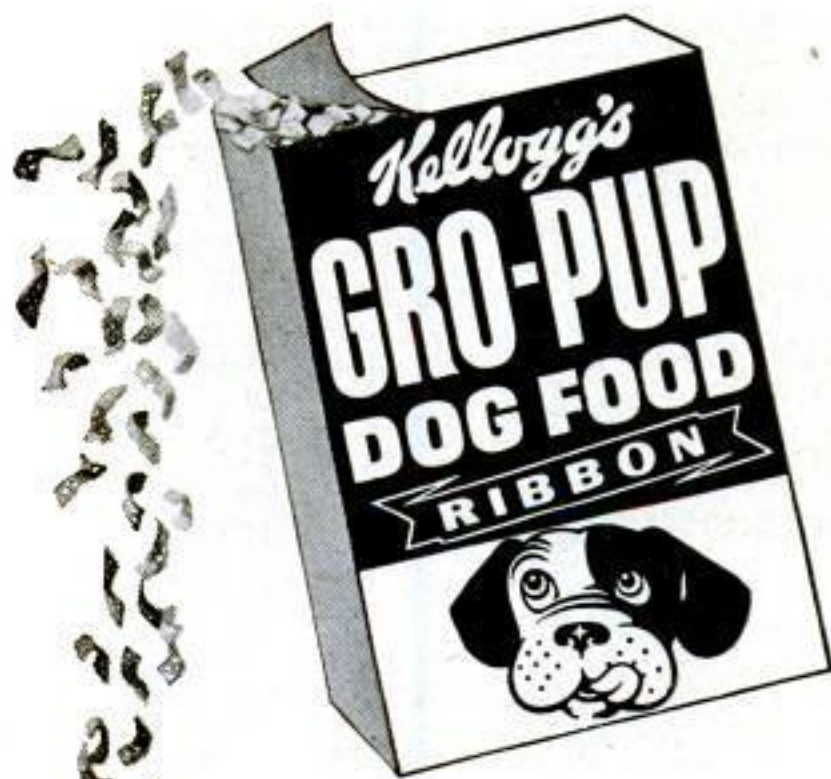


Don't let your dog down at dinner time—feed him a heaping dish of crunchy-crisp Gro-Pup Ribbon! Smackin' good... *and nourishing!*

Gro-Pup has the meat meal dogs long for... skim milk and homogenized fish for top-quality proteins. 23 "dog thrive" ingredients in all, including every vitamin and mineral dogs are known to need!

Yes—feed Gro-Pup for sleek coat, strong body and lively bounce! It's veterinary-approved... it's the only Ribbon-type dog food available!

THRIFTY, TOO! Not 70% water like most canned dog foods. Feeding a Wire-haired Fox Terrier costs only 6 to 8¢ a day! Buy Gro-Pup Ribbon—it's the biggest box on the shelf!



It's Smackin' Good... it's Kellogg's

LIFE REPORTS CONTINUED

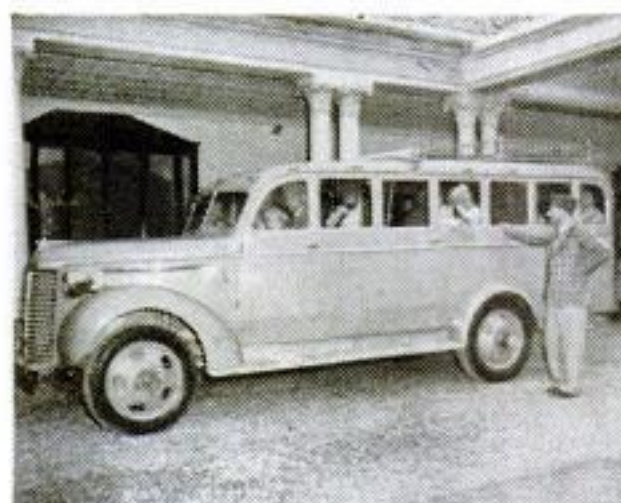
man each fort are allowed to keep their families there too.

All crimes except murder are punishable by fines, which make up a sizable portion of the state's income. The only offenders who are kept in prison are those who are unable to pay and must work their fines off. Murderers are handed over to the victim's family to be disposed of as the aggrieved ones see fit. This may be one reason why Swat's murder rate is the lowest on the Indian subcontinent, with an annual average of less than 10.

The Wali has not only given his subjects law and order; he looks out for their pleasure too. Every Thursday has been decreed a holiday in Swat, the logic being that Friday, the usual Moslem day of rest, should be spent in praying at the mosque. So Swatis get an extra day off to hunt and really take it easy.

The Wali himself enjoys a simple, leisurely life and looks with some condescension on the pomp and luxury of the bejeweled Indian maharajas. Says the Wali-Ahad, "They were ahead of us in prestige and the order of precedence"—the Wali is not entitled to be called Your Highness and has no gun salute—"but we were the ones who were really independent. No viceroy ordered our army around." The Wali eats only four meals a week "because he does not feel hungry more often than that" and never touches a morsel between sunrise and sunset. He used to wake himself up in the morning with a hike up the 1,200-foot hill behind his palace but now, due to a knee injury, he climbs only 500 feet. Every afternoon he takes a ride in his Chevrolet, which he had rebuilt according to his own design into a huge station wagon with seats enough to accommodate a squad of riflemen, a personal attendant and a driver.

In spite of his failing eyesight the Wali has never lost any of his lifelong enthusiasm for hunting. The week before my visit he bagged 65 partridge in a single morning. He also has enough eyesight left to embark on what is for him a radically new adventure. He is learning to read Arabic. His motive: to read the Koran in the original before he dies.



THE ROYAL CAR is a Chevrolet of Wali's design. He likes company.

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Ask for

BLUE-JAY FOOT AIDS

and get quick, sure relief!



RELIEVE CALLUSES!

BLUE-JAY Callus Plasters relieve painful pressure, medication quickly helps remove callus.



SOOTHE TIRED FEET!

BLUE-JAY Foot Powder reduces perspiration and deodorizes, is soothing, cooling.



RELIEVE BUNION PAIN!

BLUE-JAY Protect-O-Pads for bunions are soft, cushioning, reduce pressure, friction.



EASE PINCHING SHOES!

Cut BLUE-JAY Cushion Moleskin to fit over tender spots. Extra soft, adhesive, flesh-colored.



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Get BLUE-JAY all-elastic Arch Lift! 100% more effective than ordinary bands.

GET GREATER CORN RELIEF!

BLUE-JAY Corn Plasters instantly relieve shoe pressure pain. Nupercaine*, exclusive with BLUE-JAY, curbs surface pain. Gentle medication loosens hard "core"—you just lift it out in a few days. Get BLUE-JAY Corn Plasters today—on sale at drug counters everywhere.

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For more serious foot ailments, see your chiropodist

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"It all started with my Lane

CEDAR HOPE CHEST"

"I'll never forget the moment my Hope Chest arrived, with a little note from John . . . 'Darling—I'm not much for words, but this means I love you!'"

"I was so happy I almost cried. And all the beautiful, precious things I've gathered together in my Hope Chest have helped make our dream come true. Yes, my Lane is one gift we'll always treasure—a constant reminder of the day we first knew our love was the 'real thing.'"

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LANE is the only pressure-tested Aroma-Tight Chest made. Moth Protection Guarantee, underwritten by one of the world's largest insurance companies, included with every Lane Chest upon proper application.

There is only one genuine Lane Cedar Hope Chest, and it can be had with exteriors in all popular woods and finishes to harmonize with all types of furniture. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada, Knechtels, Ltd., Hanover, Ont.



*the gift that starts
the Home*



No. 2300. Lane Bridal Special (shown above). This popular waterfall design combines matched Paldao wood with rich American Black Walnut Stump.

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(All prices slightly higher in the West and Canada)

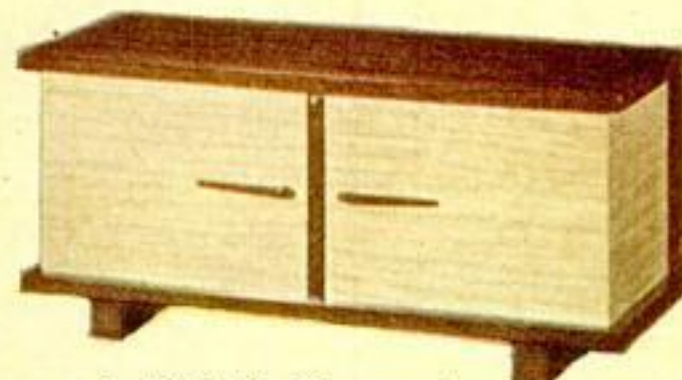
A Lane is also the ideal gift for Graduation, Birthdays, Engagements, Confirmation, Weddings, Anniversaries.



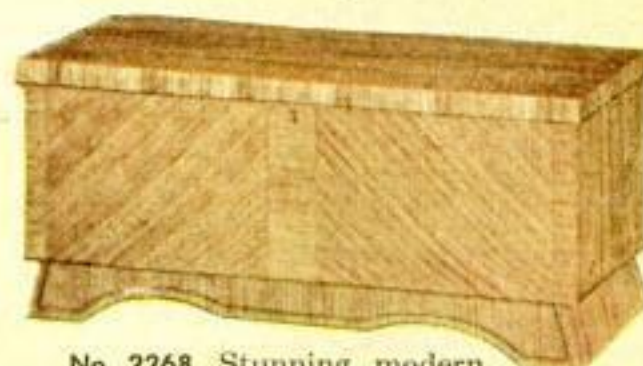
There is a LANE Chest for every room in the house.



No. 2345. Functional new design in African Korina with American Walnut trim. Large drawer in base. Price on request.



No. 2343. Striking modern chest in soft Blonde, with Mahogany trim, Cordovan finish. Price on request.



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Whipped Cream!

SHORTCAKE IDEAS

Simple—Quick—in a Peak of Perfection

Umm-mm . . . tower of tempting tastes . . . STRAWBERRY BISCUIT SHORTCAKE! Three delectable food favorites are combined in this "peak of perfection":

- Tender, tasty, golden brown Biscuits
- Ruby-red, juicy ripe Strawberries
- Smooth, inviting, snow-white WHIPPED CREAM

... a "big 3" in eating delight!

This is but one of the many dishes to which snowy-white WHIPPED CREAM adds that taste-tempting touch . . . provides that out-of-the-ordinary look. WHIPPED CREAM is so easy to get . . . so simple to use . . . so tasty in every use! Try it on cakes, pies, puddings—almost any dessert—or in salads, cocoa, coffee, too. All are "love at first sight" . . . luscious to the last . . . with WHIPPED CREAM!

3 Short Cuts to Shortcake

(Using your favorite biscuit recipe or biscuit mix)

1. "QUICKIES" . . . Bake biscuits in muffin tin. Break open. Butter lower half and on top. Pile strawberries in middle and on top. Crown with WHIPPED CREAM. Ah-h-h, good!
2. "BIGGIES" . . . In round or square buttered cake pan, bake two layers of biscuit dough, *buttered between*. Separate when baked. Cover bottom layer thickly with berries. Top with second layer. Spread with butter and cover with berries and generous heaps of WHIPPED CREAM.
3. "STACKIES" . . . Bake biscuits in two sizes, using large and small cutter. Spread large biscuit with butter and cover with berries. Top with smaller biscuit, spread with butter, heap with berries and deluge with WHIPPED CREAM. Now there's a dish! (See illustration.)

Shortcake Time is Whipped Cream Time



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DAIRY FARMER"

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LIFE'S COVER

From the time she was a child, the face of Sarah Churchill has been well known to newspaper and magazine readers, who have seen her with father Winston on such occasions as hunts, parties, weddings, coronations, election campaigns and the Tcheran and Yalta conferences. She has green eyes, auburn hair, classical features, a vivacious personality and a knack of imitating her father's voice and mannerisms. She lives alone in a small apartment in Park Lane, London, decorated with Mr. Churchill's paintings and devotes herself almost exclusively to her career as an actress (pp. 77-83).

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AS, A. FOLEY COURTESY MONTANA STATE UNIVERSITY
48—JACK BIRNS
49—INT.
50, 51—LT. JOHN DOMINIS, CEN. ACME—INT., RT. CHARLES
STEINHEIMER
57—NINA LEEN
58—JAMES WHITMORE—INT., A.P.
60—ENCYCLOPAEDIA BRITANNICA PHOTO—A.P.
63, 64—YALE JOEL
66, 68—DMITRI KESSEL
71—ALLAN GRANT
72, 73—COURTESY KANSAS CITY STAR—MARION CARPEN-
TER
74—MARION CARPENTER

77—PAUL M. PIETZSCH FROM B.S.
78—J. ARTHUR RANK ORGANIZATION, INC.
83—A.P.—WILLIAM VANDIVERT—LT. WILLIAM VANDI-
VERT—INTERNATIONAL FILM BUREAU
84 THROUGH 88—JOERN GERDTS
90—COLUMBIA UNIVERSITY—FROM "THE SEVEN STOREY
MOUNTAIN," PUBLISHED BY HARDCOURT, BRACE & CO.,
INC.
92, 93—WELDON KING FOR GATTI-HALLICRAFTERS
EXPEDITION
94, 95, 96—ERROL PRINCE FOR GATTI-HALLICRAFTERS
EXPEDITION
98—BILL WASSON FROM CAL-PICTURES
101—BILL WASSON FROM CAL-PICTURES—JON BRENNIS
FROM CAL-PICTURES
102—BILL WASSON FROM CAL-PICTURES EXC. T. JON
BRENNIS FROM CAL-PICTURES
104—SHARLAND FROM B.S.
105—CULVER EXC. T. RT. EILEEN DARBY FROM G.H.
106—CULVER, INT.—CULVER—INT. (2)—INT.
108—A.P.—WILL CONNELL, MARION L. STRAHL—W.W.
113 THROUGH 119—CORNELL CAPA
120—W.W.
121—EUROPEAN
122—INT.
132—T. LT. EUROPEAN
134—MAP BY ANTHONY SODARO AND FRANK STOCKMAN
138—INT.
140—I. KITROSSER
143, 144, 146—UNITED ARTISTS
149—GEORGE SKADDING, DR. GEORGE CAMERON
150—DR. GEORGE CAMERON EXC. CEN. MRS. GEORGE
CAMERON
152—DR. GEORGE CAMERON
154 THROUGH 159—JOHN DOMINIS
160, 163, 164—GORDON COSTER

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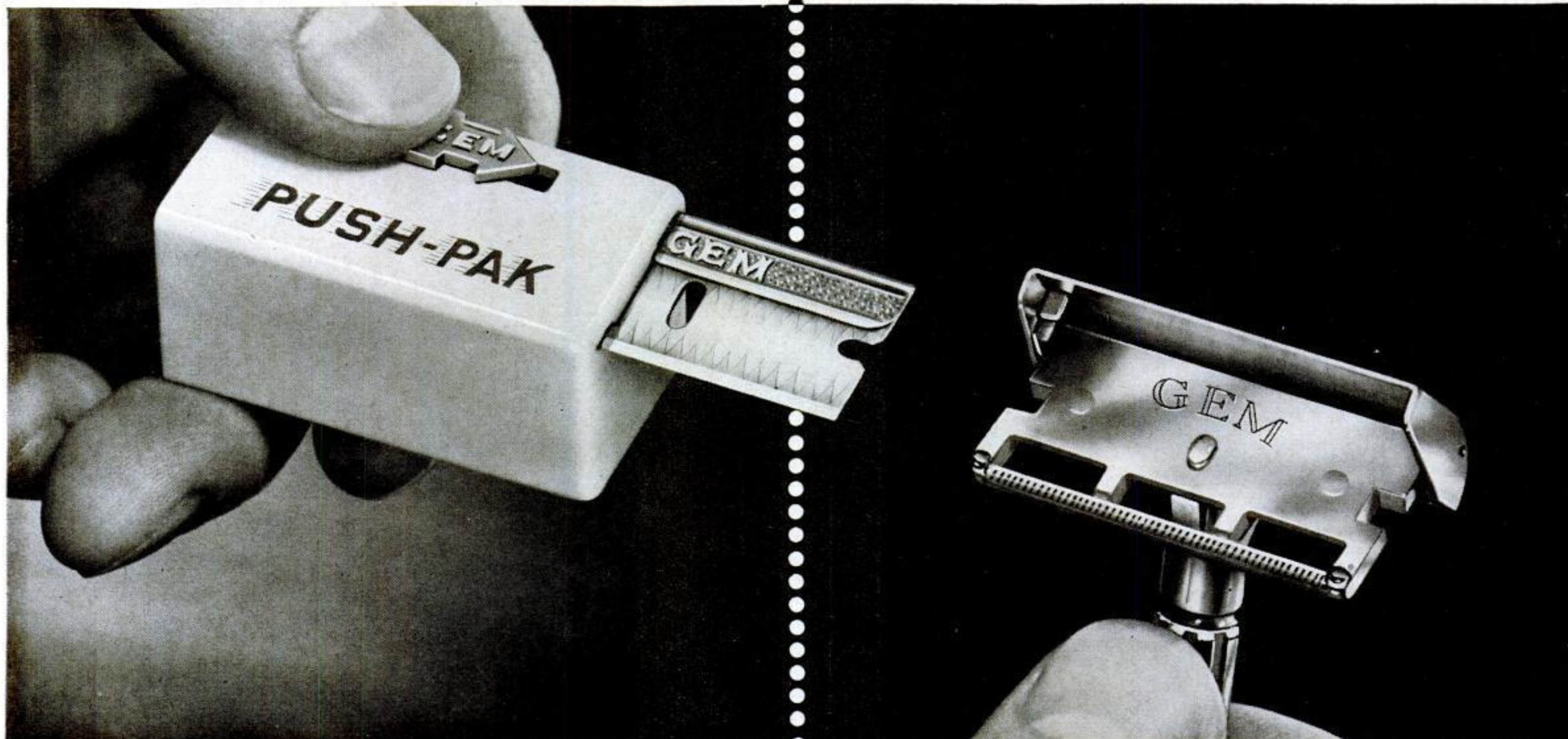
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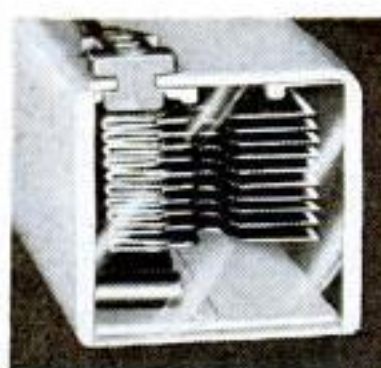
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AS THE ELECTION RETURNS COME IN, JERSEY CITY'S DELIRIOUS VOTERS HOLD A MOCK FUNERAL FOR BOSS HAGUE'S LATE AND UNLAMENTED ERA OF DESPOTISM

JERSEY CITY THROWS OUT BOSS HAGUE

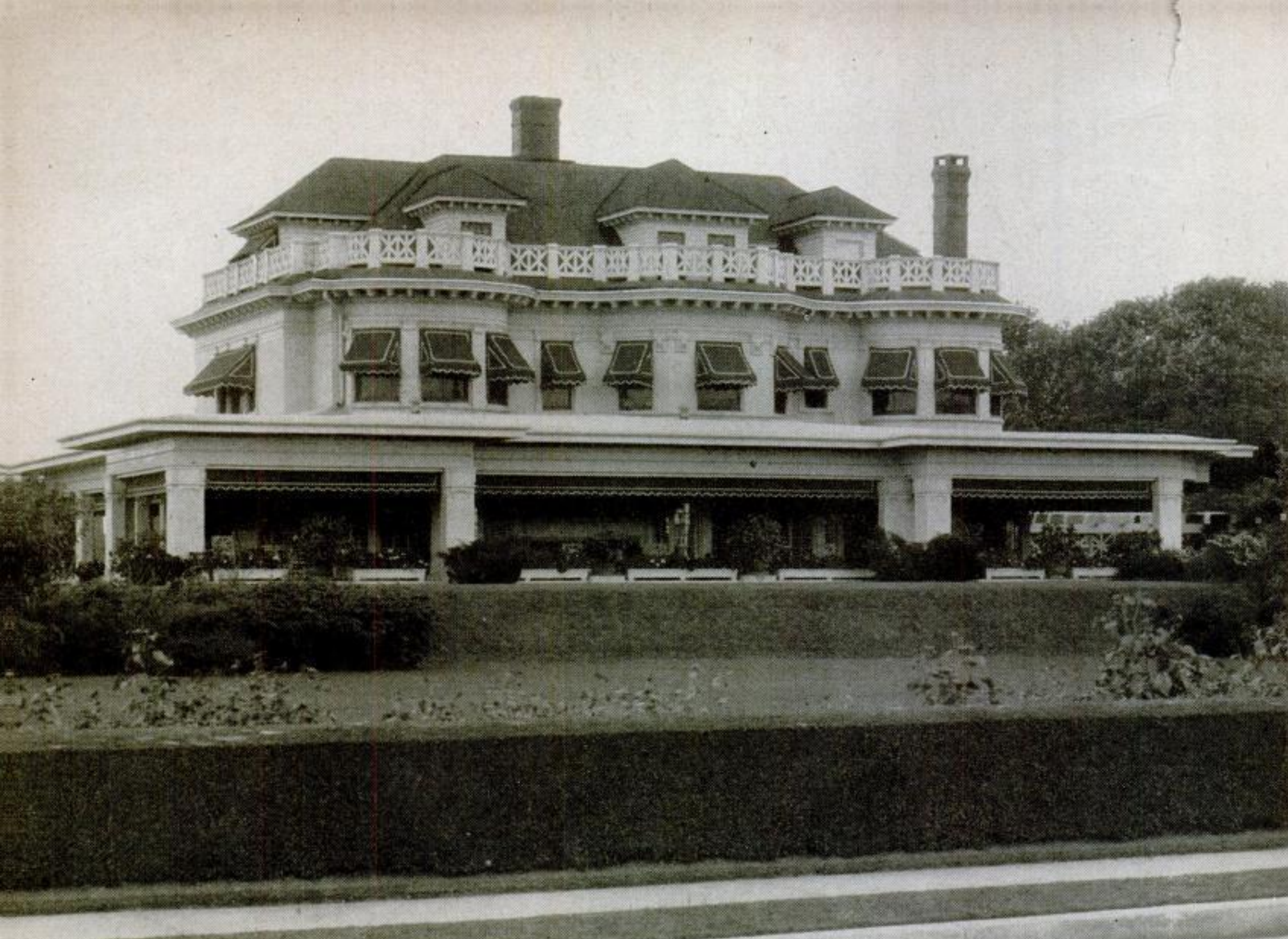
In quiet Jersey City, a grubby, hard-working, heavily industrialized community of 346,000 just across the Hudson River from New York, pandemonium broke loose on the night of May 10. A mob of 25,000, part of which can be seen above, gathered at City Hall, blocking streets and shouting at the tops of their lungs. Men lighted bonfires and organized snake dances. It was the gayest civic celebration seen in the U.S. since V-J Day.

After 32 years of ironhanded rule by Democratic Boss Frank Hague, Jersey City had finally broken free. All that day its citizens had crowded the polling places; 143,541 of them voted—91% of those eligible and 7,095 more than in the last presidential election. Now the returns were in, coming quickly from the voting machines which had been installed

against the boss's will. Hague's candidate for mayor, his nephew and crown prince Frank Hague Eggers, had just 59,052 votes. An anti-Hague candidate, John V. Kenny, had 81,295. The Hague machine, which had thrived like all machines on apathetic turnouts, was smashed and the boss was dethroned. Jersey City, which had suffered for years from his high taxes, his highhanded police force, his hand-picked judges and his cold contempt for anyone who challenged his royal prerogatives, went wild.

As a boss, Frank Hague was in the old-fashioned tradition. He had come from the people but had lost touch with them; he was a sort of feudal overlord surrounded by strong-arm men, collecting his tribute, tossing out a few favors. He once said, "I

am the law"—and he meant it. He had his own conception of civil rights (everyone is completely free to utter praise of the boss) and his own code of civic morals (he forbade dance halls but let the bookmakers run full blast). Under his rule Jersey City got a fine medical center, which happened to be his own hobby. It also got one of the highest tax rates and some of the poorest courts and most incompetent public officials in the U.S. Its city hall was dingy, with crumbling plaster. Its business district was shabby and its slums appalling. Much of the wealth that the city produced was drained off to pay for the machine—even the cops had to contribute 3% of their pay. Now, with the boss off its back, Jersey City could at last hope for clean, efficient government and a new era of self-improvement.



BEST EVIDENCE OF HOW BOSS HAGUE WAXED PROSPEROUS IS THIS \$125,000 SUMMER HOME AT DEAL, N. J.

IN HIS HEYDAY THE BOSS BEAT ALL CHALLENGES

Like most big-city bosses, Frank Hague fought his way up from the slums—Jersey City's dirty, dreary "Horseshoe" section near the railroad tracks. By the time he was a stripling, he was a handy fellow in a street fight; by the time he was 13, he had been expelled from school. When he was 21, after a brief apprenticeship in the railroad yards, he had found that Jersey City's rough-and-tumble politics were his own special field. In rapid succession he was ward constable, court clerk, custodian of the City Hall, street and water commissioner, director of public safety. Soon there was nothing about the seamier side of politics—stuffing a ballot box, voting a dead man, rewarding a friend or punishing an enemy—that Frank Hague did not know.

By 1917 he was mayor. He loaded up the payrolls with his henchmen and gave them fine salaries. His enemies found themselves paying higher taxes than

anyone else or arrested by Hague's police on "disorderly conduct" charges brought under a Hague law. A newspaper that tried to oppose him found that its advertising almost disappeared. Opposition poll watchers had a way of ending up in the hospital. Until he retired as mayor in 1947, there was hardly ever a serious campaign against him.

The only way to get ahead in Jersey City was to join the boss and take orders. Even in elections for governor and President, Hague usually controlled enough votes to put over a deserving Democrat in New Jersey—or he could report the votes even when he didn't get them. Boss Hague owned Jersey City—and he was an absentee owner at that. On a top salary of \$8,500 he managed to buy a \$125,000 summer home (above) and spend winter vacations in Florida, betting heavily on the races. It was a great life—for everybody but the citizen—while it lasted.

THIS WAS THE BOSS'S DOMAIN—JOURNAL SQUARE IN HEART OF JERSEY CITY WITH MEDICAL CENTER AT REAR



1920

KINGMAKER Hague (right) tries to make a President out of Governor Edward I. Edwards. For many years his support could make or break a candidate in New Jersey.



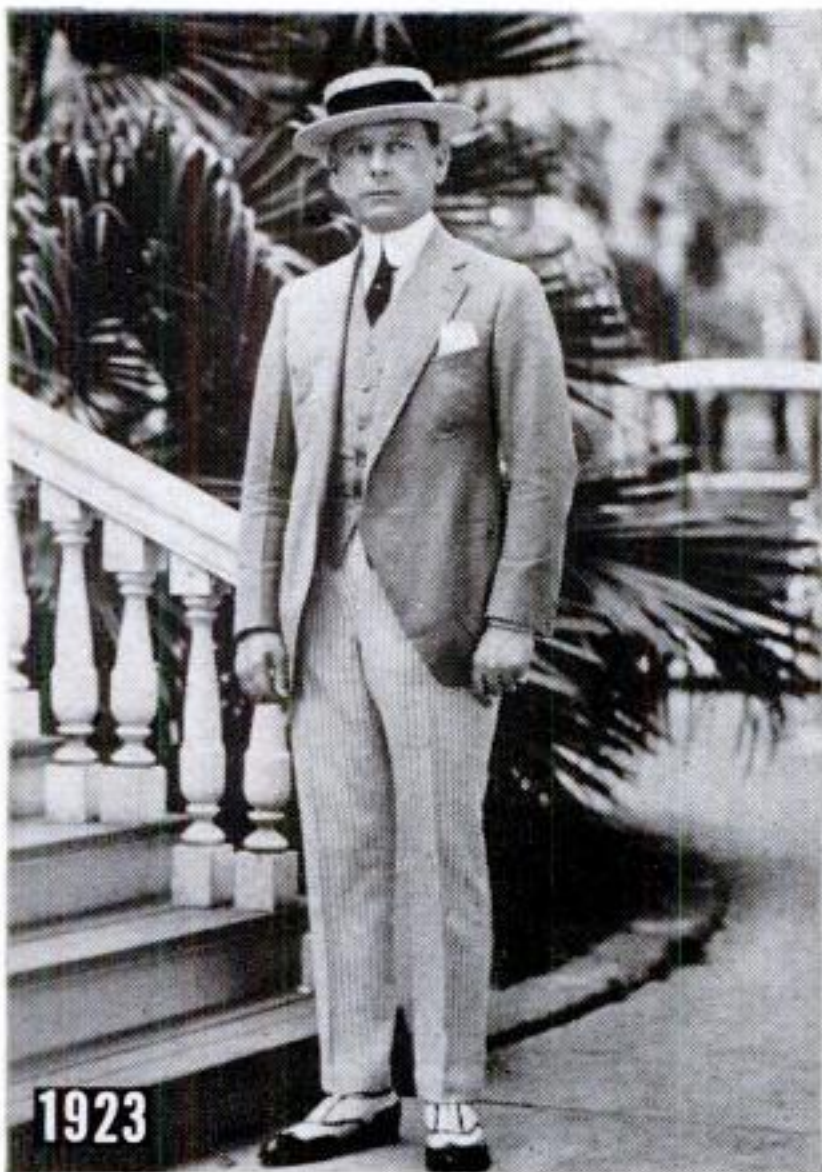
1934

NEW DEAL takes Hague to its bosom, and Jim Farley whispers some confidences. This was after Hague switched from Al Smith to Roosevelt following 1932 convention.



1938

GOLFER Hague plays on a Florida course. Although he was 62, he was in splendid physical shape and beat some much younger political cronies with a 49 for nine holes.



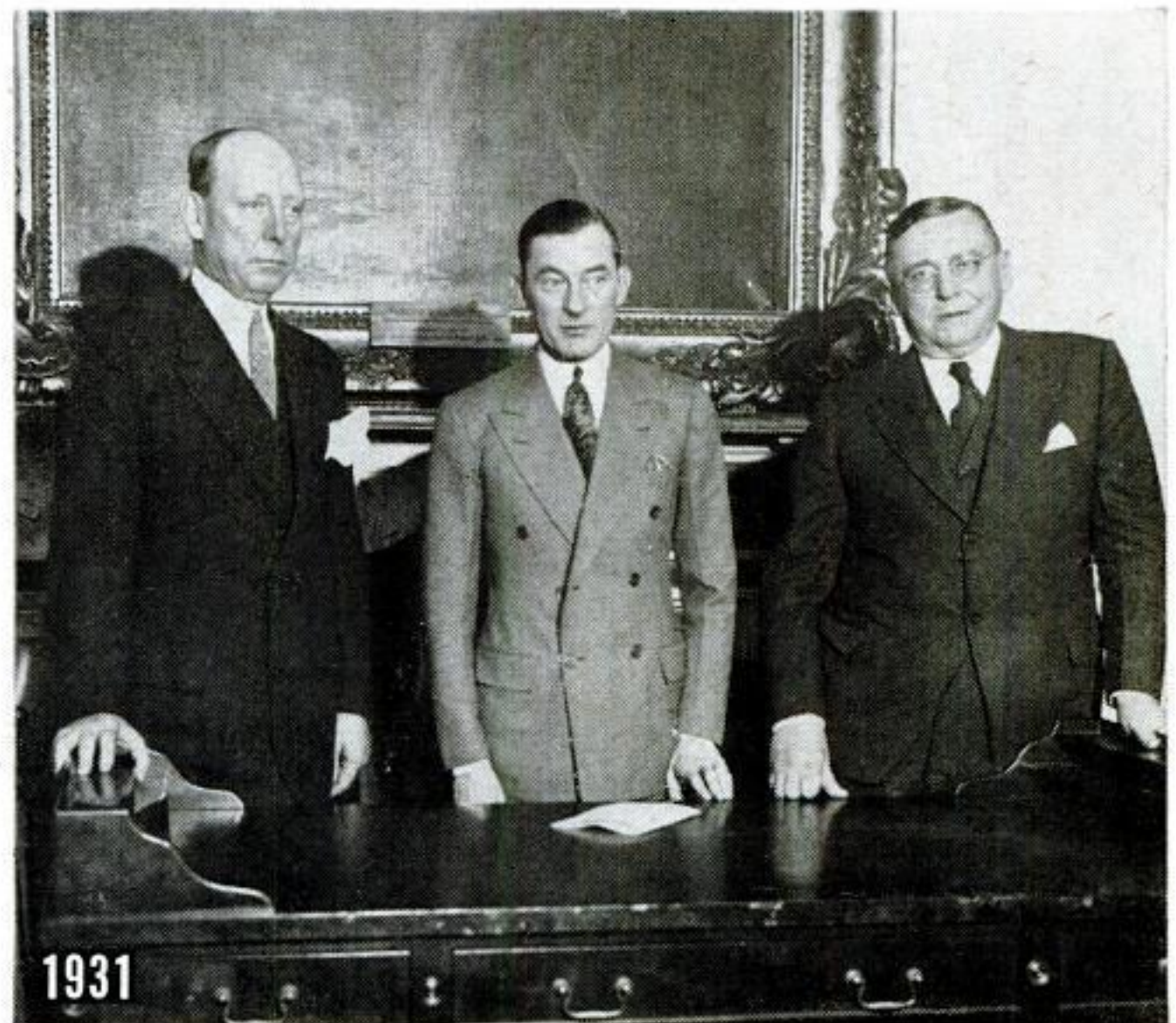
1923

BEAU BRUMMEL Hague is becoming noted for the perfect fit and crease of his suits—and also for the amount of time he spends in Florida.



1926

SOCIALITE Hague and wife attend wedding of Al Smith's daughter. Hague vigorously supported Smith at three presidential conventions.



1931

ANTIPROHIBITIONIST Hague confers with New York's Jimmy Walker (center) and Chicago's Anton Cermak. Their purpose was to induce Democrats to select an openly "wet" presidential candidate at 1932 convention.



1936

CORNERSTONE for Medical Center is laid by President Roosevelt. Federal government supplied \$5 million, high local taxes \$20 million.



1937

JUVENILE DELINQUENCY is Hague's topic before a legislative committee. He opposed harsh treatment of juveniles, coined phrase "I am the law" while helping two delinquents escape court action.



1938

PATRIOT Hague marches with flag in "Americanization Day" parade. Real purpose was to frighten C.I.O., which he thought Red-dominated, out of Jersey City.



1939

POLICE DEPARTMENT rejoices as Hague promotes its oldest member to captain. He arranged to get around civil service examination.



1941

RUMBLINGS OF DISCONTENT crop out in New Jersey newspaper cartoons. "Edison" refers to ex-Governor Charles Edison, a Democrat, who was challenging Hague's hold on statewide affairs.



1948

LAST FLING for boss comes as he accompanies Candidate Truman—whom he opposed before convention—on a giant parade arranged by the machine's faithful.



ELECTION NIGHT CROWD BEGS FOR KENNY TO APPEAR ON CITY HALL BALCONY



ANTI-HAGUE COP, Jimmy Higgins, makes Kenny V sign while assigned on election day to "punishment beat" in outskirts of city (*left*). At right: he shows up at the City Hall with broom symbolic of victory and gets congratulations from Kenny camp.



HAGUE LOOKS HIS MOST PIOUS CAMPAIGNING FOR NEPHEW EGGERS (*left*)

NEW MAYOR GETS BUSY AT ONCE

John Kenny, the new mayor of Jersey City, knows a thing or two about politics himself. A saloonkeeper's son, he was an up-and-coming Hague lieutenant until the boss decided to bat him down and get rid of him last year. This was probably the worst mistake Hague ever made, for in this election Kenny proved that he knew just as much about organizing the wards and precincts as the boss himself. It was Kenny's own "machine" as well as public opinion that toppled Hague's empire. Now the old Hague men may be in for real trouble. Kenny announced after the election that he wanted an immediate audit of city books, which have not been seen by anyone unfriendly to Hague in decades. Two days later there was a minor sensation at City Hall: some papers were found mysteriously afire in the basement (*below*).



CHARRED PAPERS are found near furnace in City Hall after election. Examining them (*from left*) are new Commissioner of Public Works, Louis Messano; County Prosecutor Horace Roberson, Edward Devlin, who managed the Kenny campaign.

**UNDER NEW
MANAGEMENT**

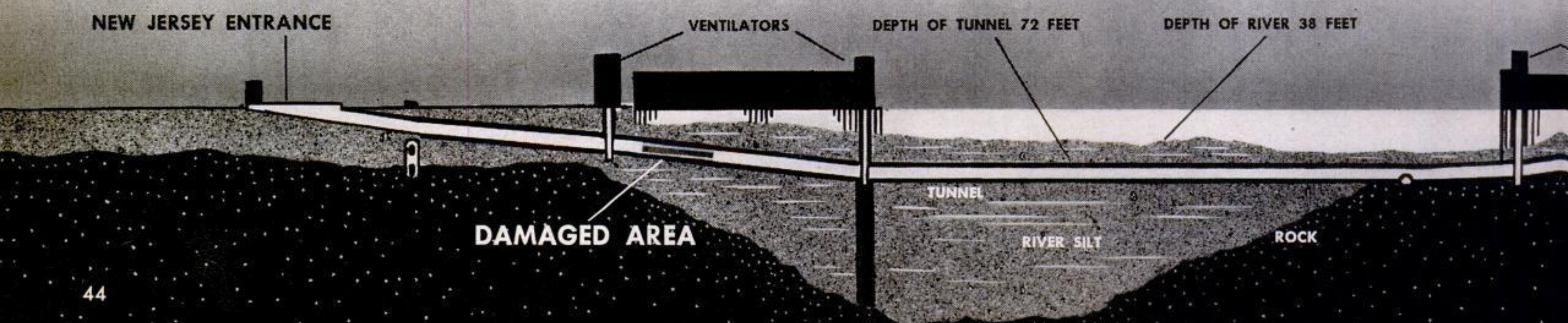
32

BENEATH A SIGN RAISED BY HIS JOYOUS FRIENDS,
KENNY WAVES TRIUMPHANTLY FROM OFFICE DOOR



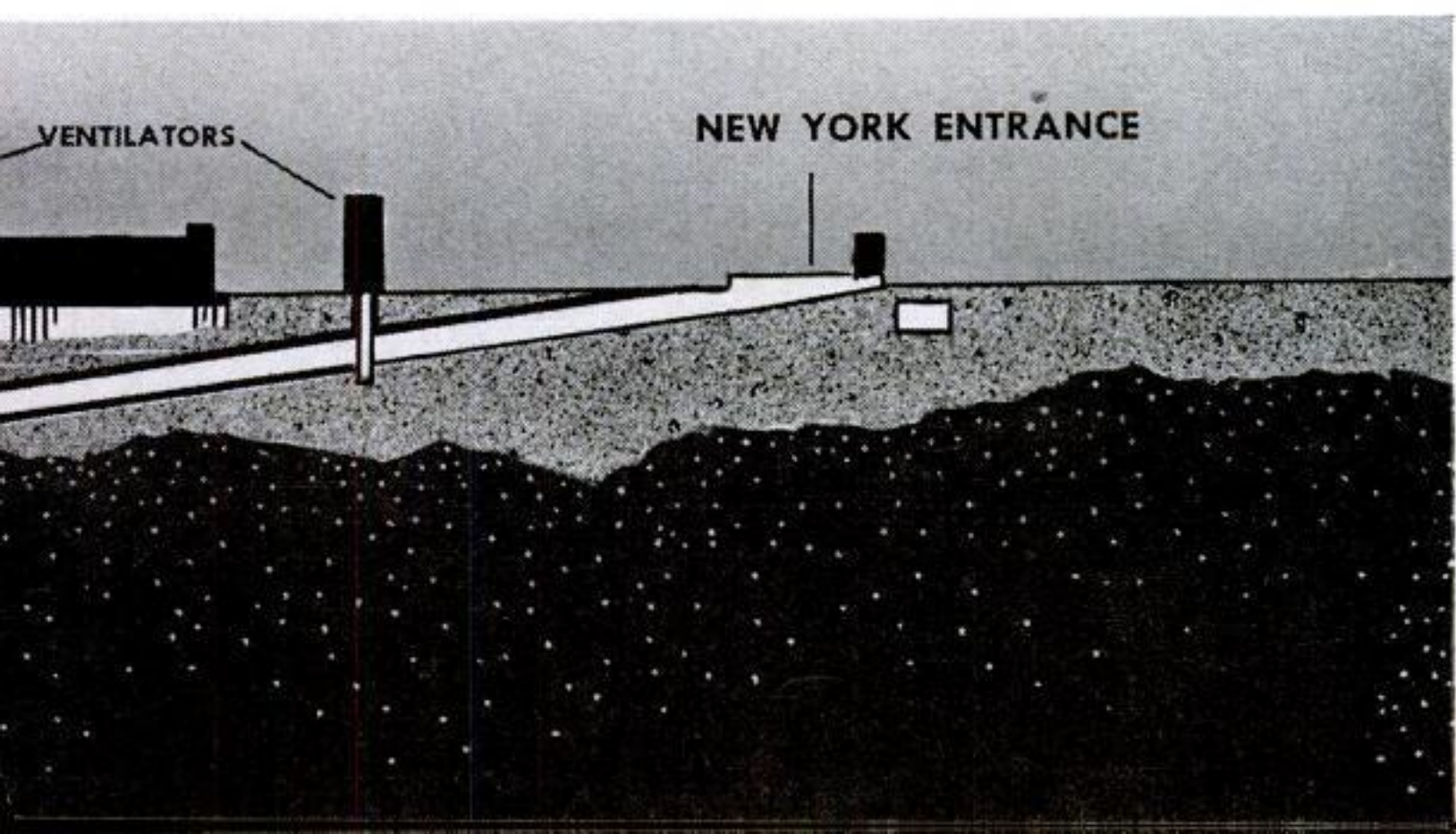
BURNT-OUT WRECKAGE is inspected by police and firemen after the flames were extinguished. Trucks at left, trapped in line when the chemical explosion occurred, were

completely destroyed although their drivers managed to escape. Below: a cross-section shows one tube of the Holland Tunnel running through the thick deposit of silt which lies





under the bottom of the Hudson River. The damaged section begins just under the riverbank on the New Jersey side (left) and extends for nearly 500 feet toward New York.



INSIDE TUNNEL 83 FEET DOWN, COLORED TILES MARK THE STATE BOUNDARIES

TRUCK BLOWS UP UNDER THE RIVER

Chemical blast damages 500 feet of Holland Tunnel

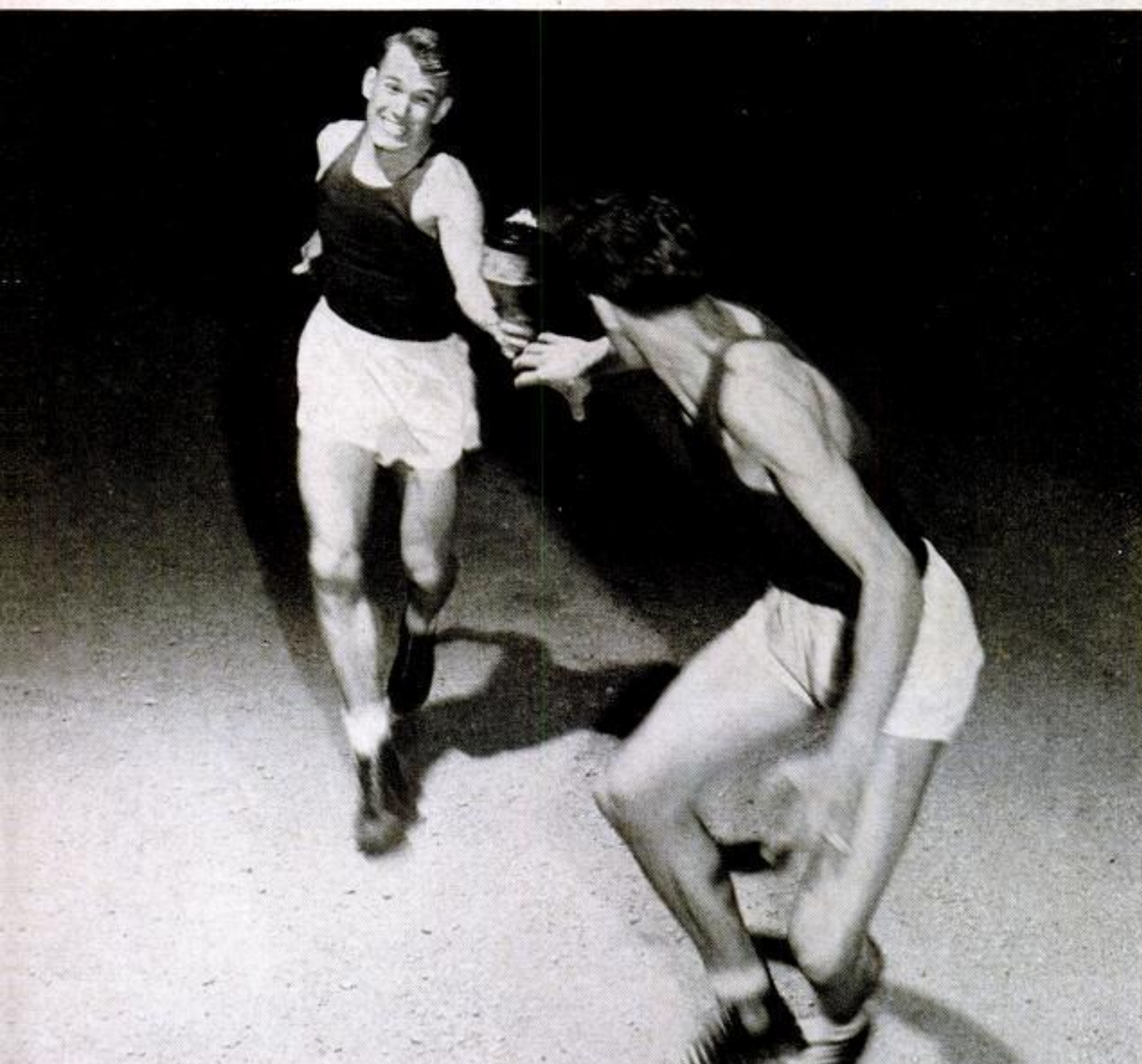
New Yorkers spend a great deal of their time underground—in the subways, in great vehicular tunnels, in the deep basements and arcades below the skyscrapers. They are used to it. It is only the outlander in the city who feels a sudden twinge of apprehension when he thinks of the tons of masonry, asphalt or water which may lie heavy over his head.

On Friday the 13th, New Yorkers were going calmly about their subterranean business. At the height of the morning rush of traffic a 16-ton trailer truck carrying 4,400 gallons of inflammable carbon disulphide rumbled into the New Jersey entrance of the 9,277-foot Holland Tunnel which connects Jersey City and Manhattan. According to tunnel regulations only 100 gallons of carbon disulphide may be transported through the tunnel at one time, but the driver did not declare his load and no investigation was made. When the truck was one quarter of the way through the New York-bound tube (the tunnel consists of two one-way tubes lying parallel), the carbon disulphide exploded. In an instant the New York-bound tube was full of thick fumes and blistering flames, which spread rapidly to a dozen trucks in line behind the chemical carrier. Drivers jumped from their cabs and ran for their lives in the rain of tiles and chunks of concrete which fell from the ceiling. The flames chewed through the inner lining of the tube, melting telephone, telegraph and television cables which lay behind the tile walls, cutting off communications between New York and points as far away as San Francisco. Then fumes spread to the New Jersey-bound tube, and soon it too was impassable.

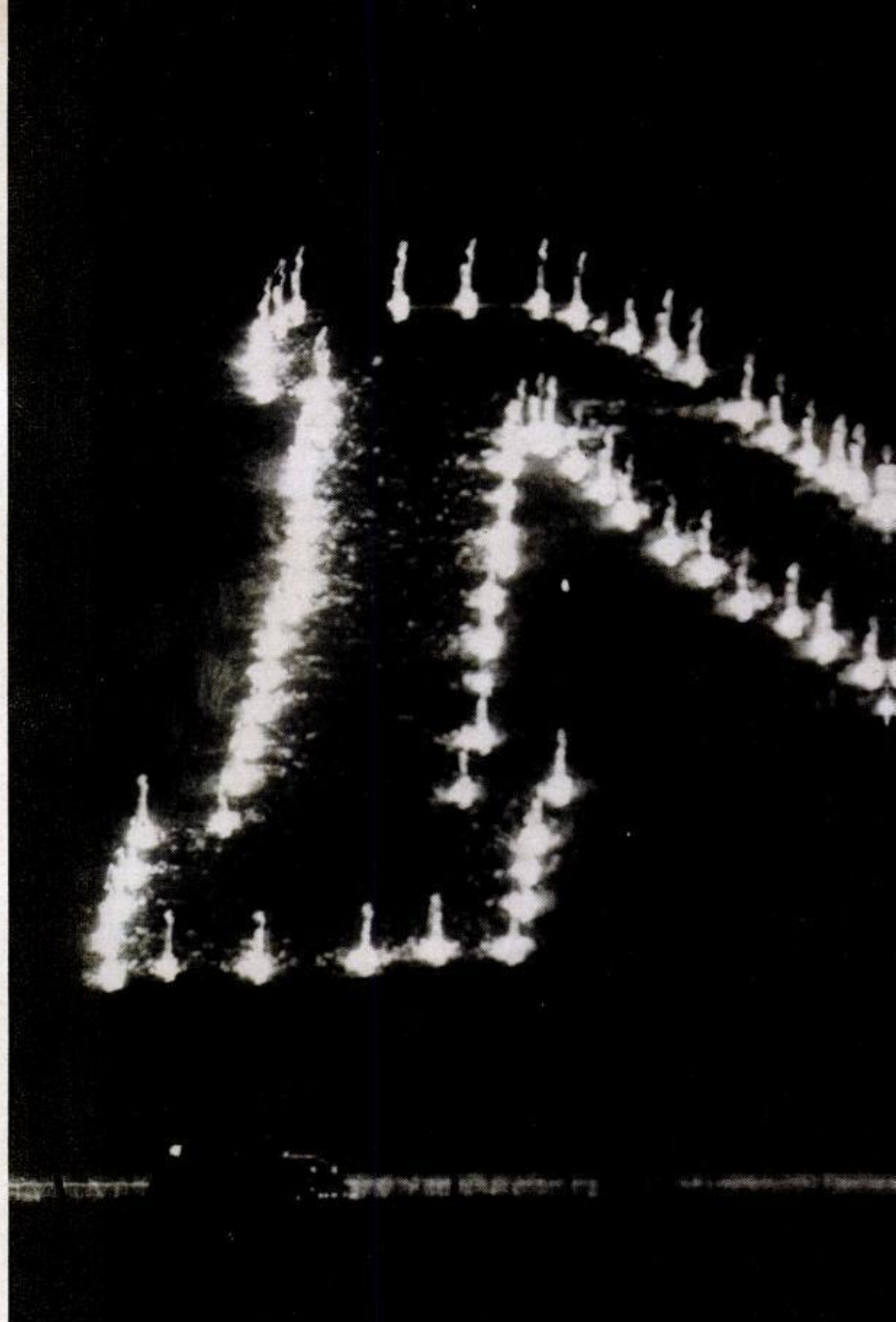
For four hours police and firemen fought the blaze. Miraculously no one was killed, although 66 were injured or overcome by fumes. By early afternoon the undamaged New Jersey-bound tube was reopened, carrying two-way traffic, and by next afternoon the wreckage-strewn New York-bound tube was fast being cleaned up. The blast, although it created a fantastic mess and did about \$1 million worth of damage, had injured only the interior and not the basic structure of the tube. New Yorkers would have to wait a while before they could use both tubes again, and meanwhile they lined up in their cars for blocks near the entrance, honking irritably in their haste to get back underground once more.



BUCKET BRIGADE of students brings fuel oil up to the Wisconsin M on afternoon before lighting ceremony. They posted armed guards to prevent pranks by rival colleges.



LIGHTING THEM, runners (above) relay flame, Olympic style, from campus to the hill, where other students (below) light torches and scatter to light border of the letter.



LIKE A GIANT BIRTHDAY CAKE, WISCONSIN INSTITUTE'S MINERS' M BLAZES AT

THE BIGGEST M

The proud students of Wisconsin's smallest college light up a hillside in their annual spring ceremony

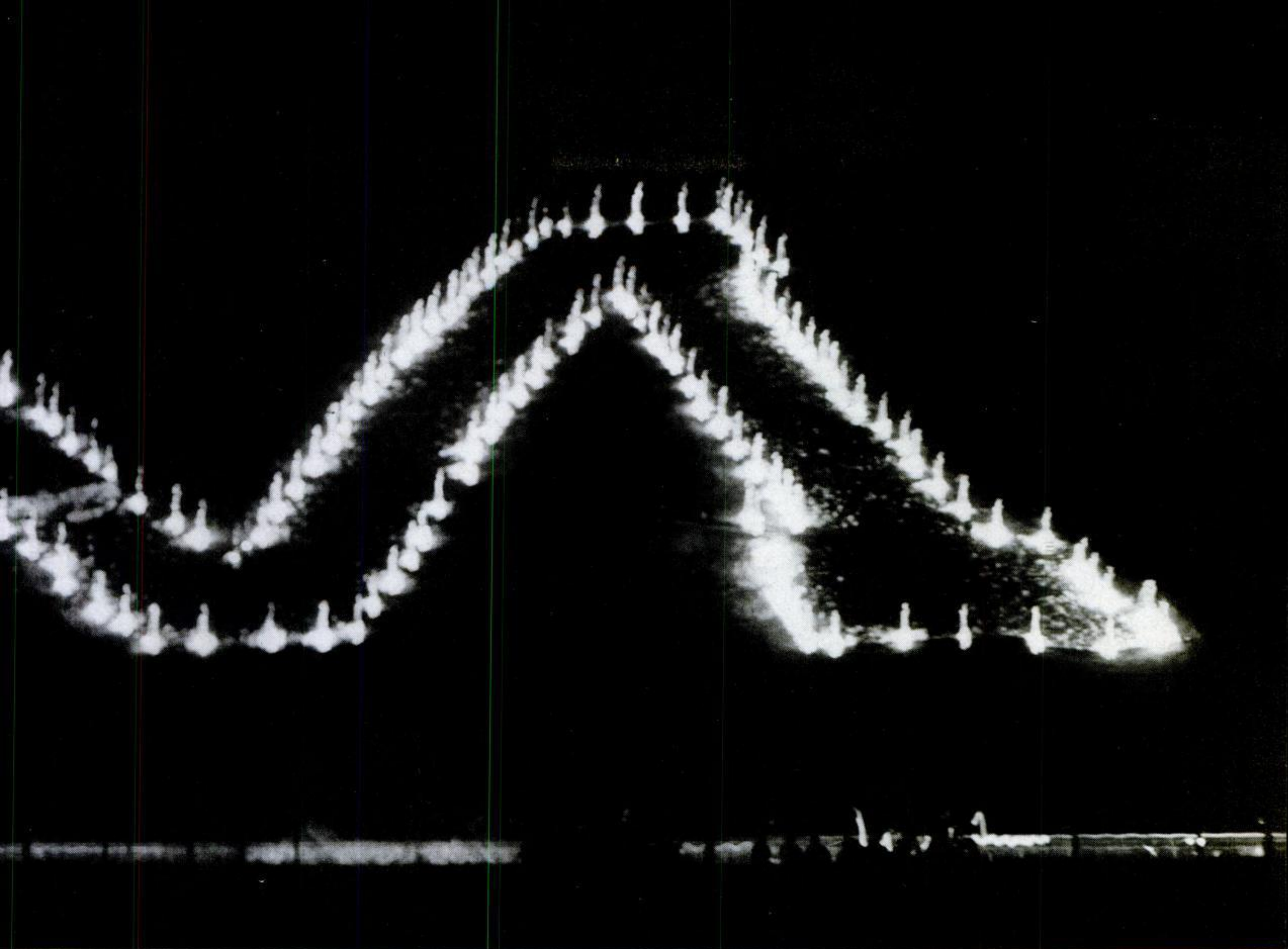
RIVAL COLLEGE Ms ARE SMALLER



AT RAPID CITY, S.D. every year, students of South Dakota School of Mines replace old rock with 15-ton concrete blocks.



AT GOLDEN, COLO. is oldest M, built in 1908 at Colorado School of Mines. Rival schools have often tried to blow it up.

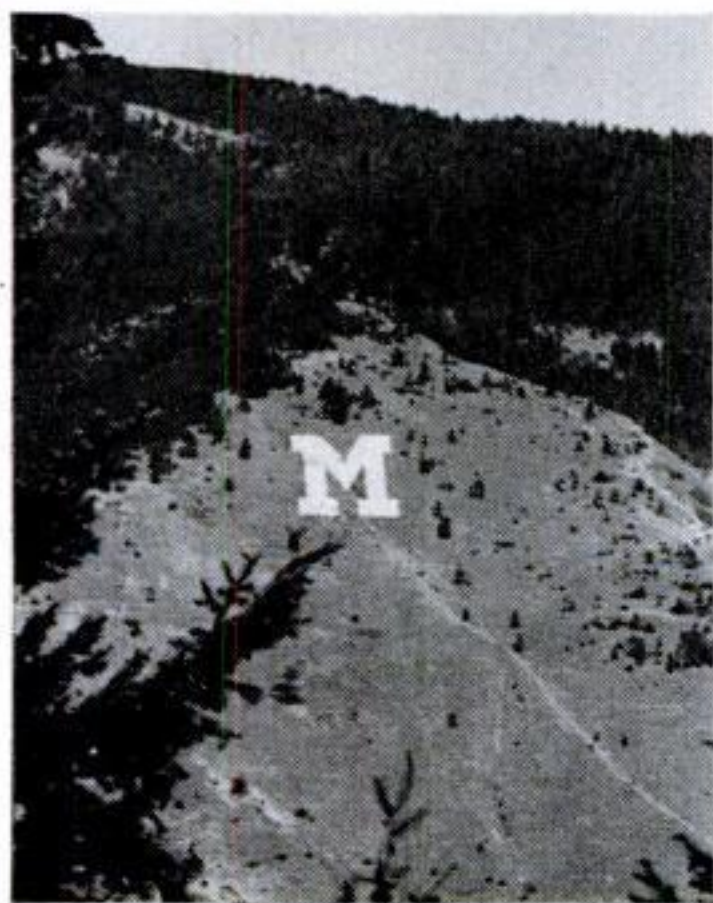


NIGHT. THE FLARES ARE MADE OF CORNCOBS SOAKING IN QUART CANS OF FUEL OIL PLACED AT APPROXIMATELY 10-FOOT INTERVALS AROUND BORDER OF THE LETTER

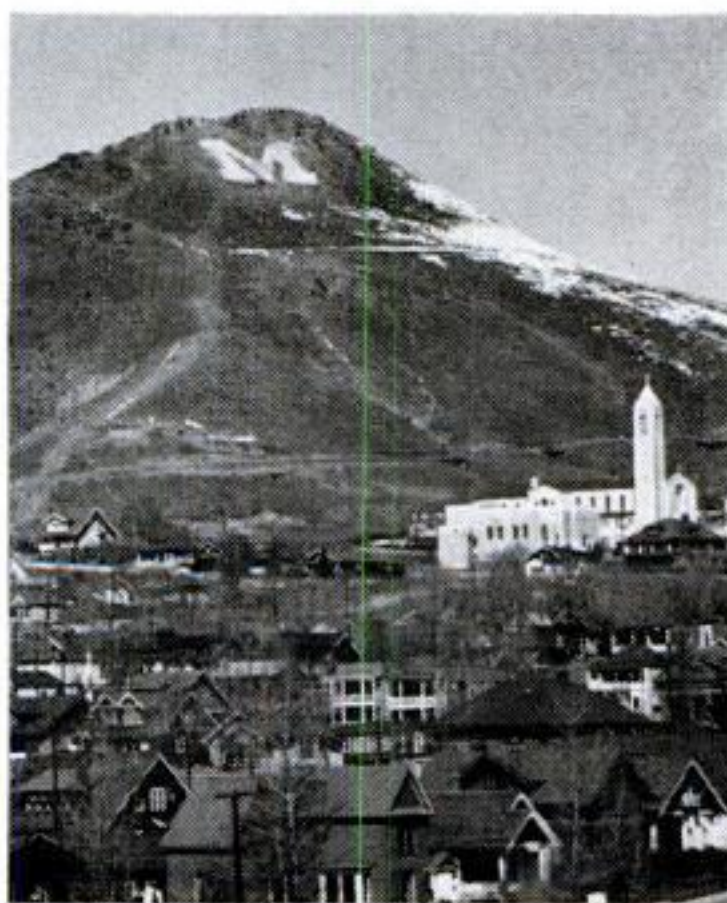
For about four hours on the night of April 29 a huge bright letter M flamed on a hillside in southwestern Wisconsin. On a 45° angle slope, it could be seen for miles—even in Iowa, across the Mississippi, and in Illinois, to the south. It was one of the biggest letters and almost certainly the biggest M anywhere in the world, nearly 24,000 square feet in area and made of more than 400 tons of white-washed stone. This great M is the pride of the Wisconsin Institute of Technology at Platteville, the smallest college in the state. It stands for the miners, or mining students, who make up most of the college enrollment (237) and who lovingly weed and wash it every fall and outline it with flares before the Miners' Ball each spring. This year they lighted it in record time. A torch which was lighted

on the campus was relayed by 23 runners to the letter 4 miles away, where committees fired more torches from it and spread to light the hundreds of flares around the M. The whole letter was ablaze in less than 30 minutes.

There are nearly a dozen other college Ms on U.S. hillsides (*below*) but none of them is as big as the one at Wisconsin. In most cases these Ms stand for miners, who are good at this sort of work and like to play around with rock and blasting powder. In at least three cases they stand for Montana, where the rocky countryside is ideal. Some are nearly as big as Wisconsin Institute's, others are small. Perhaps the smallest M is the one at Millsaps College in Jackson, Miss. where the letter, which is built in stone, serves as a bench and seats 16 people.



AT BOZEMAN, MONT. is the 16,500-square-foot M of the Montana State College, next in size to Wisconsin Institute's.



AT BUTTE, MONT. students at Montana School of Mines hold a party every May, light up their M with red road flares.



AT EL PASO, TEXAS College of Mines and Metallurgy has a big M on Mt. Franklin. It is whitewashed by coeds every fall.



AT MISSOULA, MONT. students replaced old wooden M of Montana State University with one made of white rock.

THE LIVING STAND ON TRADITION



IN THE OLD CITY CHINESE STROLL ON A ZIGZAG BRIDGE BENEATH A TEAHOUSE



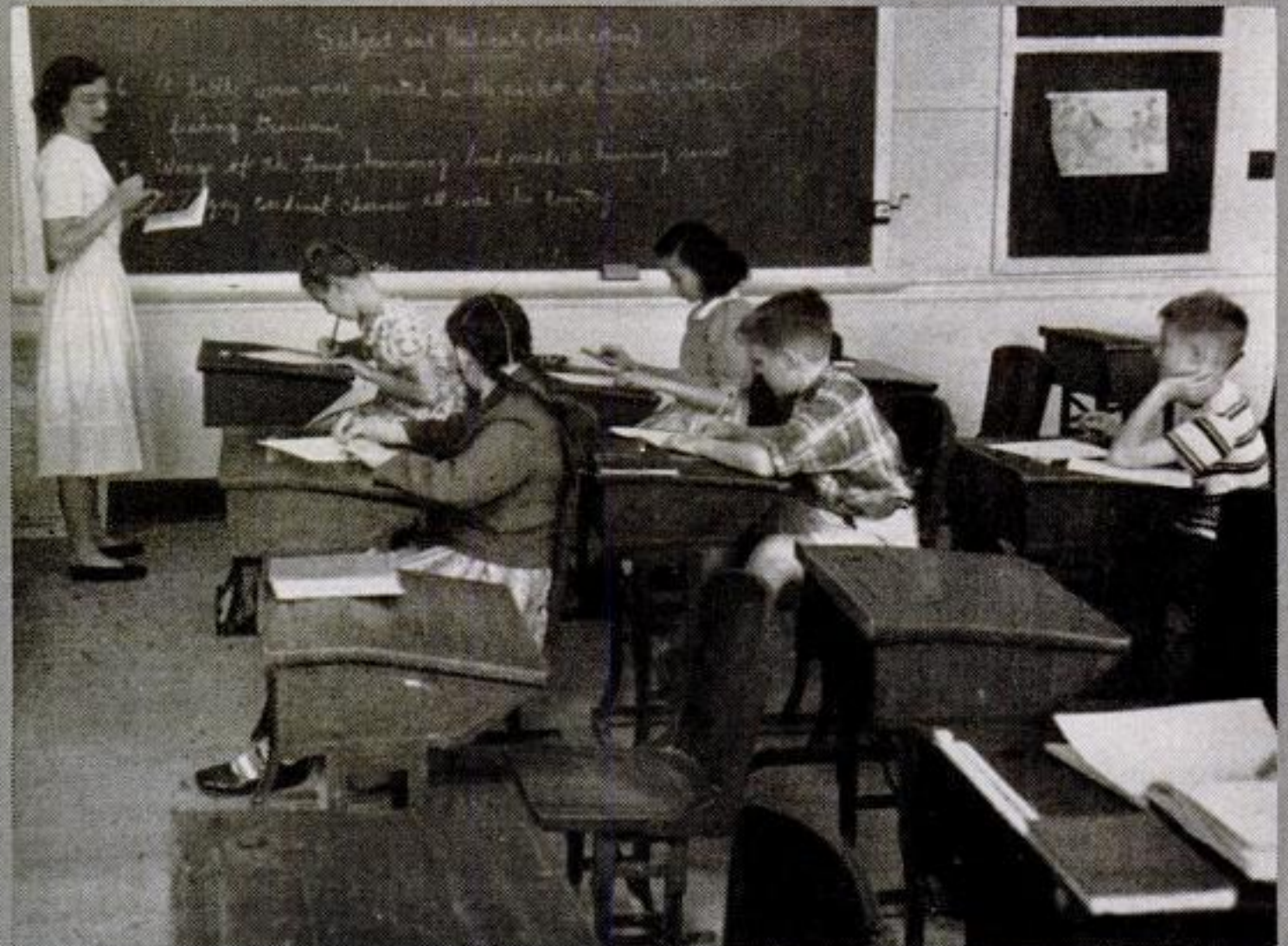
A CHINESE HOSTESS WAITS WHILE U.S. SEAMEN CUT UP AT THE LEAR BAR



U.S. BARKEEP FRANK YENALEVICZ IS LESS CONFIDENT THAN HIS CHINESE WIFE



TENNIS PLAYERS ENJOY A LEISURELY LUNCH ON THE FRENCH CLUB TERRACE



AT AMERICAN SCHOOL, TEACHER INSTRUCTS HER FEW REMAINING STUDENTS

THE SHANGHAI GESTURE, 1949

It is an effort to be brave as Communists approach

At the corner of Nanking Road and The Bund in downtown Shanghai an alert listener last week could hear the distant rumble of artillery. Elsewhere in the city there was the sharp barking of executioners' guns. The rumbling artillery belonged to the Communist armies, now closing in on the city from the west. The executioners were Nationalist soldiers and police, who were trying to control Shanghai's frightened populace by shooting fifth columnists, black marketers, petty thieves and "spreaders of false rumors." Their method sent

... THE DEAD LIE IN THE STREETS



SOLDIERS TAKE THE FIRST OF FIVE DOOMED MEN FROM A PRISON TRUCK



KNEELING PRISONER IS SHOT THROUGH THE BACK OF THE HEAD WITH PISTOL



WITH THE FIRST MAN DEAD, SOLDIERS BRING ANOTHER VICTIM FORWARD



A SECOND EXECUTIONER PUTS A BULLET THROUGH THE HEAD OF SECOND MAN



TWO PRISONERS ARE SLAIN ALMOST SIMULTANEOUSLY AND THE TOLL MOUNTS



DEATH OF LAST PRISONER LEAVES FIVE BODIES ON STREET, TRUCK EMPTY

fear through much of the Asiatic metropolis—a fear enlarged by the prospect of blockade and hunger, and by the thought that the Nationalists might try to defend Shanghai and fail. Many citizens hoped that the Communists would take the city quickly, before its inner tensions exploded in an orgy of terror.

But in the midst of all this, cosmopolitan Shanghai—the modern Shanghai of the French, Russians, British and Americans—tried to carry on as though nothing were happening. The things that had made Shanghai famous as the

sinful "Paris of the East" were still available. Merchant sailors roistered in the Hongkew bars, and the sophisticated still could enjoy good food at the French Club. A few youngsters were still attending the American School. But behind their gesture most foreigners waited grimly. Only in the old native suburb of Nantao (*opposite, upper left*)—a high wall and a century away from downtown Shanghai—did the people evidence the outward placidity and inner serenity which has seen China through 4,000 years of tyranny, conquest and rebellion.



TRAIN HALTED These lively scenes took place in Electra, Texas (pop. 5,446) after the Fort Worth & Denver City Railway had the effrontery to declare that the town would henceforth be only a whistle stop for its streamlined Zephyr. Mayor T. Leo Moore, bristling with local pride, promptly had an ordinance passed requiring all trains to stop for "sanitary inspection."

When the railroad got an injunction, Mayor Moore managed to halt the Zephyr anyway by riding it from Dallas and demanding to be let off at Electra. He was greeted by admiring constituents blowing whistles shaped like locomotives (*above*). Then the townspeople lifted aboard a big cake in the shape of a train (*below*). But after the demonstration Electra remained a whistle stop, albeit a well-publicized one.



RED BRASS The world got this unusual photograph of six high-ranking Russian military men headed by General Alexander Kotikov (*third from left*), marching abreast



RIVAL MARCH British soldiers, marching through London in recruiting drive, suddenly came upon a dozen determined women who strode into the parade, open-



with all their medals glistening. The occasion was the dedication of a memorial in Berlin to the Russian soldiers who died fighting for that city. The memorial is built of marble from Hitler's Reichs Chancellery.

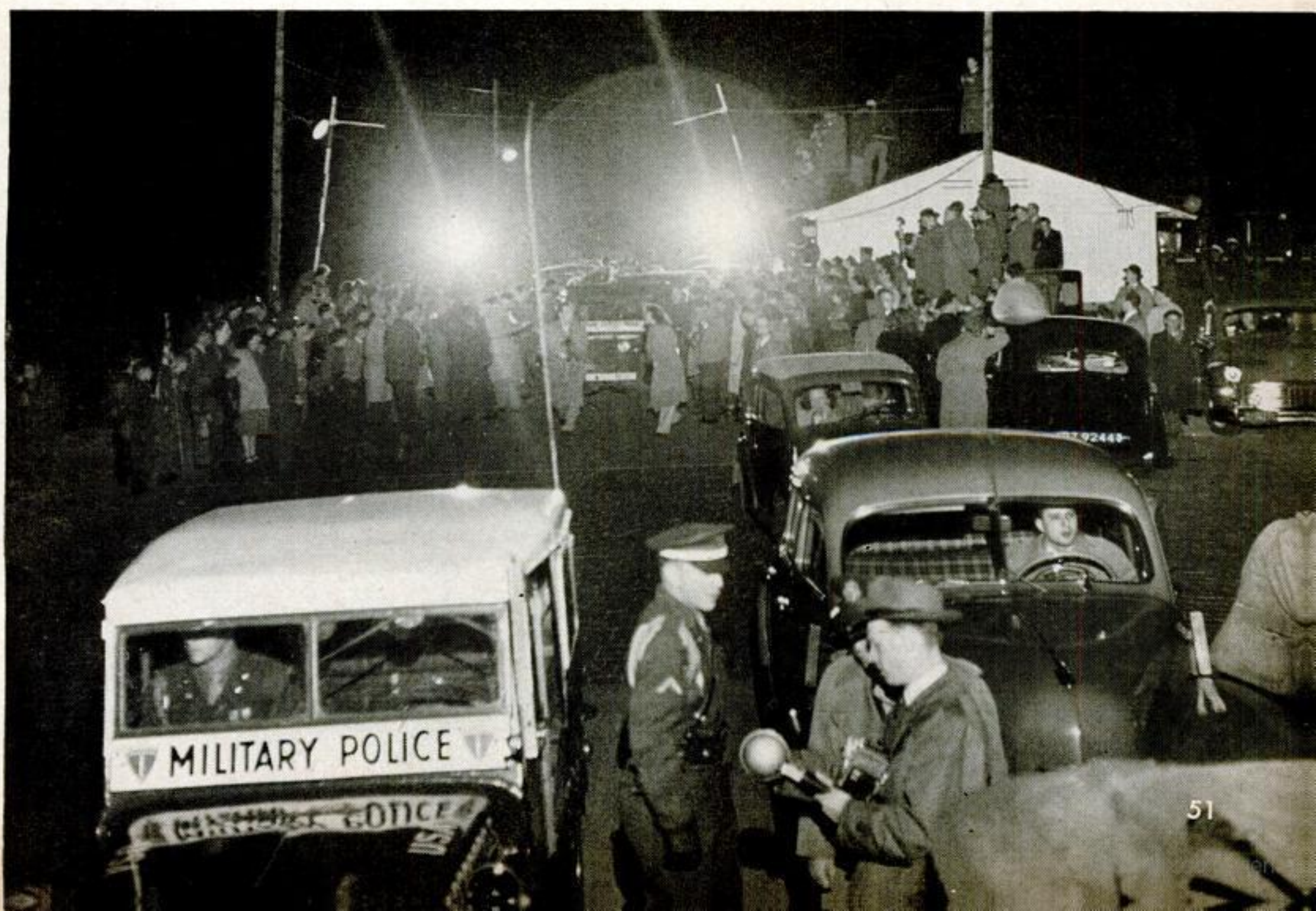


ing coats to show signs reading NO MORE WAR and HOMES NOT BOMBS. The soldiers' leader wormed into the line (above) and his men marched on. Police hauled the pacifists away in time to avert a collision.



BLOCKADE LIFTED This gay German, drinking wine that was poured into his hat by the woman at left, was one of the many who turned out last week along the road to Berlin to celebrate the end of the blockade (LIFE, May 16). The autobahn was thrown open just after midnight of May 11. A few minutes later the cars below—including a military-police jeep to

patrol the highway—were moving through the gate of the American checkpoint on Berlin's outskirts in the glare of newsreel floodlights. At the same time traffic started toward Berlin from the west end of the blockade at Helmstedt. With a few minor exceptions due to red tape, everything went smoothly. In fact the first travelers, by auto or rail, noticed that the Russians were almost excessively polite.



THE HOOVER REFORMS

EDITORIALS

CONGRESS HAS A GOLDEN OPPORTUNITY TO EFFECT THEM SOON

PROGRESS IN EUROPE

One of our editors, traveling on the Continent, has sent along some views which should hearten our readers. What with Marshall aid and their own efforts, the people of the Western continent are feeling pretty good. Their governments are doing well and on the whole are capable partners in the Western community. Communism has been rejected (although it has not been eliminated—"the dangerous game is not finished"). European union is still an imperative and unattained goal. All in all, continental Western Europe would seem to be in better political and moral shape than a lot of Americans assume.

THE SUN DO MOVE

Recently we had occasion to reprove Secretary of Defense Johnson for talking too much. This week we commend him for talking to the point and getting results on a difficult issue—racial segregation within the armed services. At his behest the Air Force has begun to distribute its Negro pilots, crewmen and other personnel throughout the service instead of keeping them in segregated units. The Army and Navy have been slower and are being sharply goaded. Racial inequality and all that lies behind it will not be solved by administrative fiat. But the sun do move.

THE LATE MR. PERCY WILKES

Our favorite character of the week was Mr. Percy Wilkes, a retired New Zealand manufacturer who died the other day. Mr. Wilkes requested that his body be cremated and his ashes installed in an egg timer, a device which resembles an hourglass and is used in civilized countries to time the boiling of eggs by measuring the flow of sand. Explaining this request in an ante-mortem interview, Mr. Wilkes said, "I never did like work, and as long as I am alive I hope I never have to work again. But when I am dead I would not mind going to work again, so I ask that my ashes be put in an egg timer." The bereaved Mrs. Wilkes said she would like to comply with Mr. Wilkes's request, "but other people might think it disrespectful or even horrid. Percy loved his jokes." We have a hunch that Percy wasn't joking.

Early this year, after laboring for 19 months, the Hoover Commission on Organization of the Executive Branch of the Government sent the bulk of its reports and recommendations up to Congress. By virtually universal testimony the commission had done a brilliant job. Its major reports (summarized in *LIFE*'s issue of Feb. 14) showed a vast amount of waste, duplication, haphazard improvisation, hit-or-miss budgeting and bad accounting in the "chaos of bureaus and subdivisions" that comprise the administrative arm of our government. The commission did not marshal its evidence in any petty cheese-paring spirit; its main point was that individual practices which had accumulated over the years had finally combined to create a situation which threatened general administrative failure.

Speaking for the record, Congress was fervent in its praise of the Hoover reports. The House has passed an Administration-sponsored bill which would enable the President to go ahead with plans for instituting most of the Hoover reforms. The Senate, where special interests have been waging a last ditch fight to get the bill watered down, has been dilatory—and on May 9 President Truman, tired of waiting and fearful that reorganization would die through inaction, hauled off and gave the senators a good verbal prod.

At this writing it looks as though the prodding has had good effect. Maybe a miracle is about to happen; maybe the special "empire building" interests in government will shortly be forced to give up some power and perquisites that have enabled them to live lushly without contributing much to the public weal. Cynics have long observed that government tends to work by a ratchet action: once the wheel of government expense is pushed up it seldom, if ever, goes back. In the past each special interest in the executive branch of the government has had its congressional protectors who were ready and willing to log-roll special exemption for each special bit of administrative malpractice. But now, with Truman's prod, the general welfare may be getting a break.

If the Hoover reforms are to have a chance at this session, however, the Administration bill must be passed by both houses of Congress and signed by the President before the end of this month. For a time-limitation gimmick will make the bill worthless to the President at this session if it doesn't become law almost immediately. As currently projected, the reorganization bill authorizes the President to submit detailed reorganization plans to Congress. They must lie before Congress for 60 days of continuous session, after which they take effect unless disapproved in the meantime by both House and Senate. (Senator McClellan of Arkansas would amend this to enable either the House or the Senate to kill the President's suggestions.) If Congress, as now seems likely, is to recess July 31, the President at best will have a minimum of time to get his specific recommendations before Congress. And after that they must survive the 60 days of waiting, during which Congress could wreck any reform and may very well do so unless old attitudes are drastically changed.

If the present impetus behind the Hoover

reforms is not enough to pass the enabling bill promptly and to obtain approval of the President's specific orders, then it is a dead certainty that our national administrative practices will never be made efficient. We have had innumerable studies of Washington bureaucracy during the past six administrations. Even the 60-day waiting period is not new. Franklin Roosevelt in his second term got temporary and limited authority to alter the Federal administration and very little came of it. In 1945 an act which has since expired gave President Truman limited powers to submit reorganization plans to Congress, and very little came of it either. But no previous program has had the care, the pertinacity, the intellectual honesty and the sheer brilliance that have gone into the making of the Hoover reports. If these are to be treated lightly now, then it is a safe assumption that only dynamite, revolution or dictatorship will ever effect a change in our administrative setup. But that is tantamount to saying that democracy can't save itself, and that change can only be achieved at the expense of all the values that make life worth living.

There are 1,816 units of the executive branch of government, employing some two million people. How do these people get their money for operating expenses, and how do they spend it? As the Hoover reports show, our national budgeting and accounting are largely done by guess and by God. Purchases are made by government agencies with scant regard for efficient buying practices: about half of the annual three million government purchase orders are for \$10 or less. The Department of the Interior and the Army's Corps of Engineers fight costly battles for the privilege of building dams for flood control, navigation, irrigation and electric-power generation. So the slap-happy practices go throughout the length and breadth of executive officialdom, from the Department of State's Foreign Service to the Department of the Interior's Bureau of Indian Affairs.

It is this sort of jungle that has previously been protected from the machete which President Truman has requested. True, there are specific bills before Congress whose general objectives are in line with what the Hoover Commission has recommended. They would provide for improvements in defense budgeting and administration, a conversion of the Federal Security Agency into a Department of Welfare. A State Department reorganization bill has just been passed. But many of the specific bills which have a chance for congressional approval involve new efficiencies, not correction of old inefficiencies. If the new efficiencies aren't dovetailed into a general overhauling of the executive they will soon be buried in overgrowth. Good men and good departments can't be effective if lines of authority and demarcation aren't clear. And rationalization of the executive must be general if the ratchet action which governs the cost of government is to be changed into the sort of action that works both ways, according to need.

Now, this month, is the psychological moment for reform. If this chance slips, it will be hard to recover. Let Congress, following the Hoover recommendations, give Truman that machete.

Always Buy CHESTERFIELD

"When you smoke
Chesterfield you get a Milder
cooler smoke - that's why
it's my cigarette"

John Lund

STARRING IN
"BRIDE OF VENGEANCE"
A PARAMOUNT PICTURE



Prominent Tobacco Farmers smoke Chesterfield

JAMES H. DARDEN, Farmville, N. C. says

"I've smoked Chesterfields steady for 12 years.
They're really Milder. They buy mild, ripe, sweet-
smoking tobacco . . . the kind that ends up in real
smoking satisfaction."



THE BEST CIGARETTE FOR YOU TO SMOKE - Milder *much* Milder

WORK IN THEM...



MOST CANVAS SHOES feel comfortable when you first put them on. But "P-F" Canvas Shoes remain comfortable even when you work all day or walk miles in them!

"P-F" CANVAS SHOES prevent needless muscular fatigue, guard against flat feet, and provide the utmost in foot comfort.

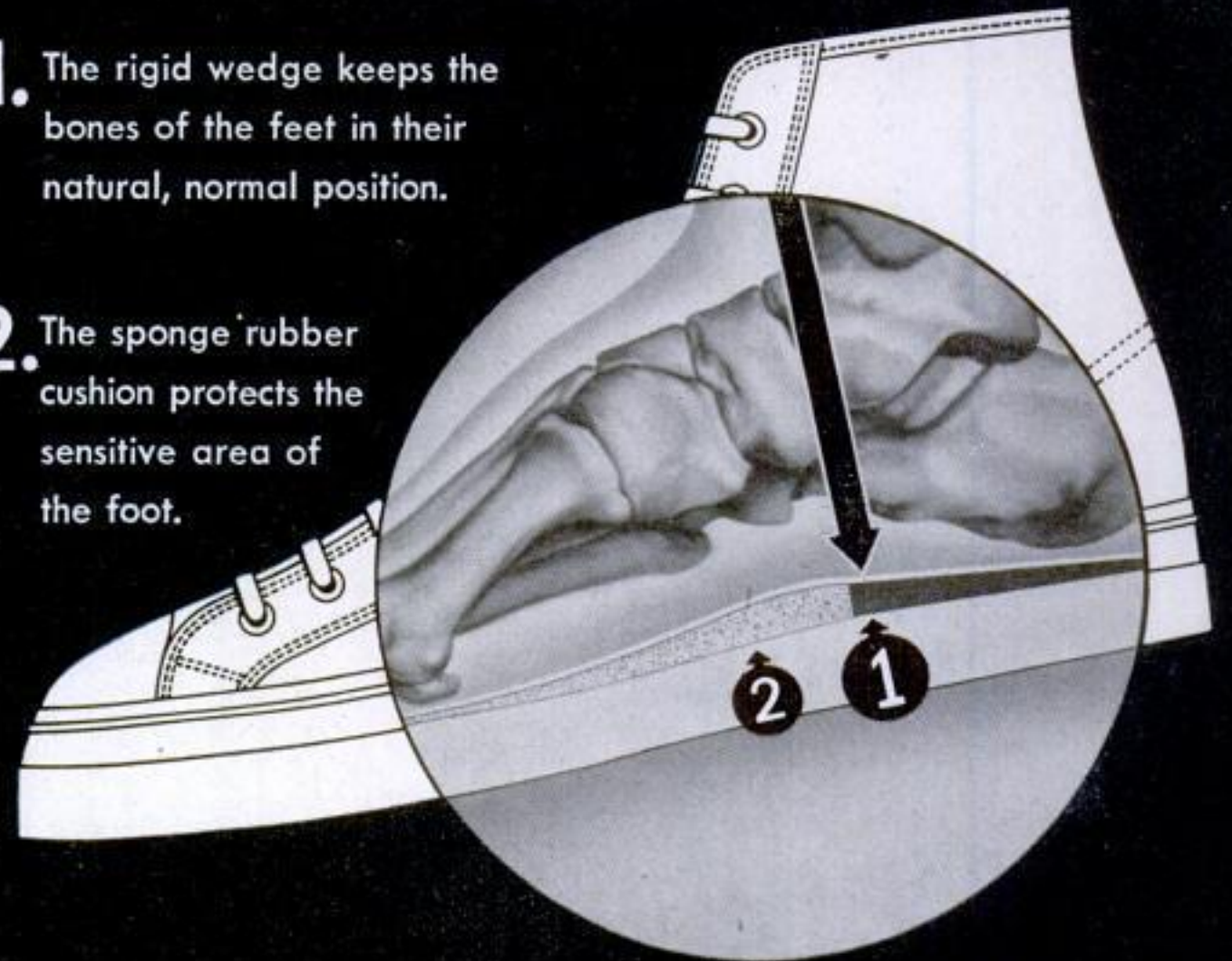
PLAY IN THEM...



HARD TO TRY A

1. The rigid wedge keeps the bones of the feet in their natural, normal position.

2. The sponge rubber cushion protects the sensitive area of the foot.



***"P-F" means Posture Foundation**

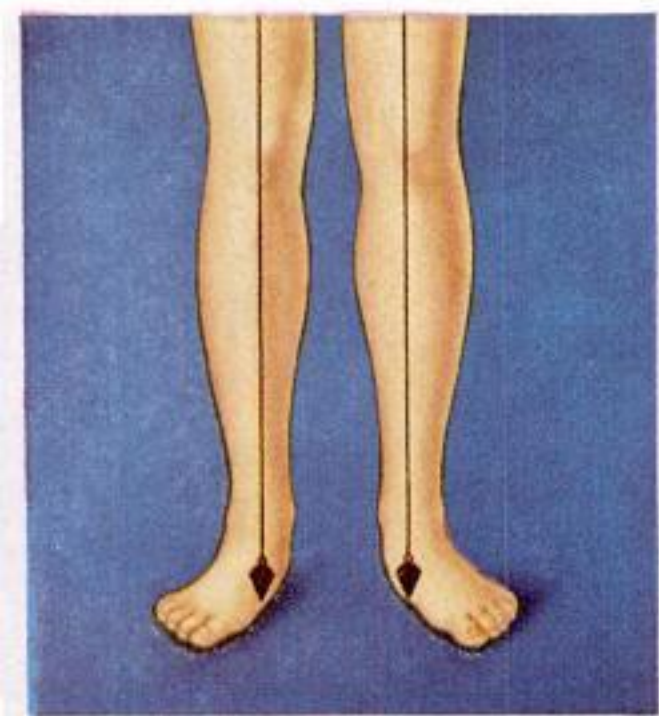
THIS X-RAY DIAGRAM illustrates the scientific principle of "P-F." It explains how "P-F" Canvas Shoes help keep the bones of the foot in proper alignment.

YOU ENJOY EVERYTHING MORE when you relax. "P-F" Canvas Shoes help you feel better because they give your feet proper orthopedic support—the kind that assures real solid foot comfort.

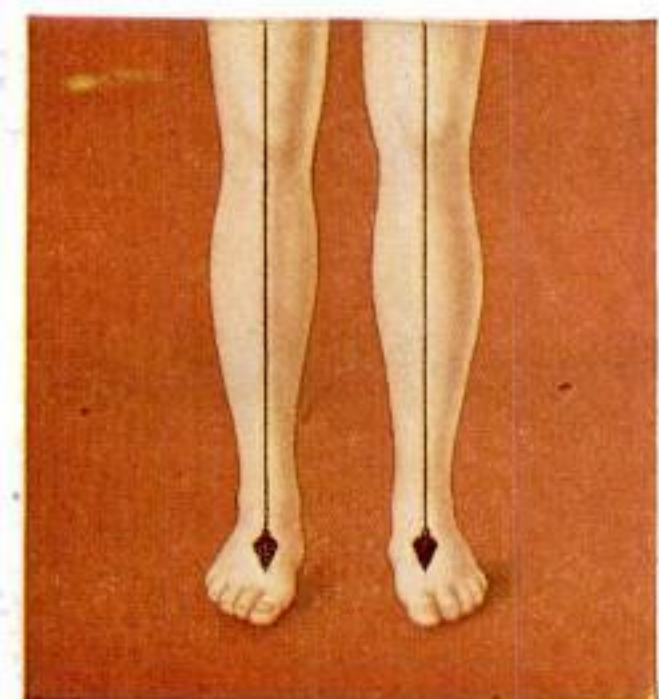
RELAX IN THEM...



BELIEVE...UNTIL YOU ACTUALLY PAIR OF "P-F"* CANVAS SHOES...



WHEN THE BODY weight falls incorrectly on the inside of the foot, toes tend to point out as illustrated above. An unnatural strain is placed on the arch of the foot and on leg muscles. You tire more easily.



THE "RIGID WEDGE" in "P-F" Canvas Shoes helps keep the weight of the body where it belongs—on the outside of the foot. Bones are properly aligned, the whole foot is protected, foot and leg muscles remain in normal position. You retain your pep much longer.

Then see how much more pep you have... how much less tired you get... what an amazing difference these shoes make in your whole sense of physical well-being.

Read the remarkable story of these revolutionary canvas shoes... worn by active people of all ages... chosen by mothers who guard their children's health... and by millions who just like foot comfort.

The secret of "P-F" Canvas Shoes is that they actually help to keep the bones of the feet in proper alignment. As a result, you stand better, walk better, feel better all over!

"P-F" Canvas Shoes help prevent unnecessary muscular fatigue, encourage better posture for your whole body, and guard against flat feet. This summer get "P-F" Canvas Shoes for yourself and for the whole family. Ask for them by name... look for the initials "P-F" on the insole.

INSIST ON NEW "P-F" CANVAS SHOES

Made only by B. F. Goodrich and Hood Rubber Company

*Trade Mark

Look for the initials "P-F" on the insole





**An Old-Fashioned practically
labels itself . . .**

. . . when you make it with Paul Jones. Each sip clearly says—"Here's the whiskey that's first of all for flavor." You'll add: "It's first of all for value, too!"

Paul Jones
FIRST OF ALL . . . FOR FLAVOR!



FINE BLENDED WHISKEY. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corp., New York.

PEOPLE

MRS. PANDIT GOES TO WASHINGTON

The first woman ambassador to the U.S. presented her credentials last week. She is Vijaya Lakshmi Pandit, a 48-year-old lady of India whose serene dignity (*below*) belies a fiery personality. A sister of India's Prime Minister Jawaharlal Nehru, Mrs. Pandit has been jailed by the British more than two and a half years during her stormy career. She headed India's delegation to U.N. from 1946 to 1948. In U.N. her fame—and the fame of her sharp tongue—

spread throughout the world when she took on everyone from South Africans to Mrs. Roosevelt. In 1947 Mrs. Pandit was appointed India's first ambassador to Russia, where she was stationed from Aug. 13, 1947 to April 1, 1949. A widow and mother of an attractive 19-year-old daughter, who acts as her secretary, Mrs. Pandit can be counted on not only to lend grace to Washington's social scene but also to be an outspoken representative of her new nation as well.



STILL IN BLUE SARI SHE WORE TO SEE TRUMAN, SILVER-HAIRED MRS. PANDIT SITS ON A WALL IN TREE-SHADED GARDEN OF INDIA'S WASHINGTON EMBASSY

DENTISTS SAY:

**Colgate
Tooth Powder**
with the 2-minute routine
**Gets Teeth
Sparkling And
Super-Clean**



**OVER 4,000 DENTISTS,
IN A NATIONWIDE SURVEY,
APPROVE THIS EASY
CLEANING METHOD**

- 1** Simply brush teeth for two minutes, morning and night, with Colgate Tooth Powder.
- 2** Brush *all three* surfaces—front, back, and biting edges of teeth.
- 3** Always brush *away* from the gums.

**REMOVES DULL FILM—
REFRESHES THE MOUTH**

See how easily this routine removes dull film, gets teeth naturally bright. You'll love Colgate Tooth Powder's refreshing flavor, too. Leaves breath sweet.



NO BREATH WORRIES...
Colgate Tooth Powder leaves breath "romance-clean".



*No dentifrice
can get Teeth
and Breath cleaner!*

PEOPLE CONTINUED



THE DISTINGUISHED BRUCES will not be together for another family portrait like this for quite a while. Soon one of them will again be living in Paris and another in Buenos Aires, while the third stays in Washington. The members of the threesome are, left to right, David, Howard and James Bruce. David, 51, has just been named U.S. ambassador to France. A onetime financier (son-in-law of Andrew

Mellon) and Assistant Secretary of Commerce, he has been chief of the ECA mission in France since 1948. Howard, 69 and nicknamed "Pappy," is first cousin to David and James. A former engineer and Baltimore socialite sportsman, he has been deputy director of ECA since May 1948. James, 57, is David's brother. He was once a banker, now holds down the uneasy job of U.S. ambassador to Argentina.



TOP-HATTED ISRAELI, Dr. Isaac Herzog, Chief Rabbi of Israel, calls on Truman. They read passages from the Bible (Truman had his own Bible handy) for quarter of an hour, until next caller was announced. Herzog, who lived in Ireland 21 years, also chatted with Presidential Aide Matt Connelley. Said Herzog with just a trace of a brogue, "There are lots of good things in Ireland besides whisky."

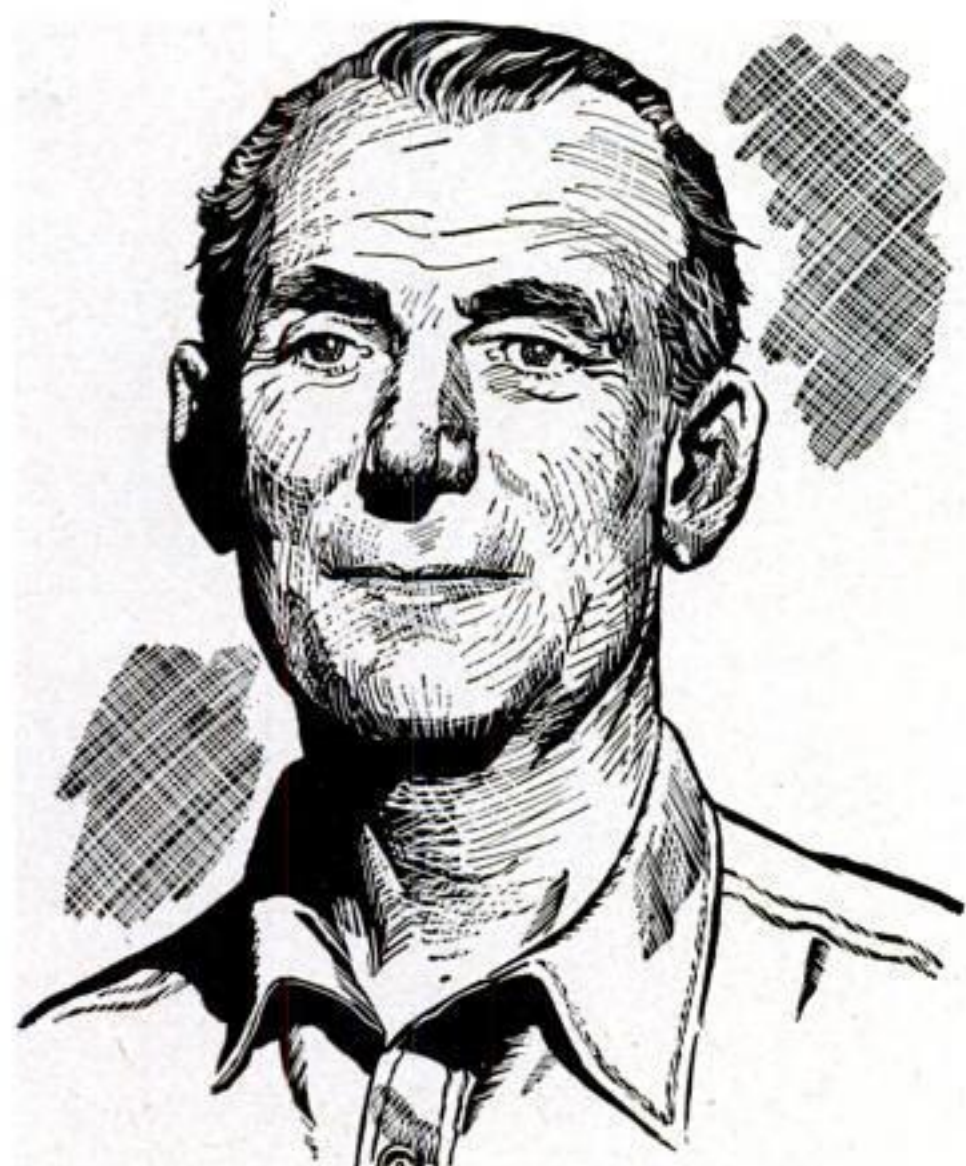


TOP-HATTED LIBERIAN, Charles Dunbar King, calls at White House day after Rabbi Herzog (left). King, former president of the West African country, has been its Envoy Extraordinary and Minister Plenipotentiary to the U.S. since 1947. Liberia has just been raised from ministry to ambassadorial status, so King put on his top hat and called on Truman to deliver his new credentials as ambassador.

CONTINUED ON PAGE 60



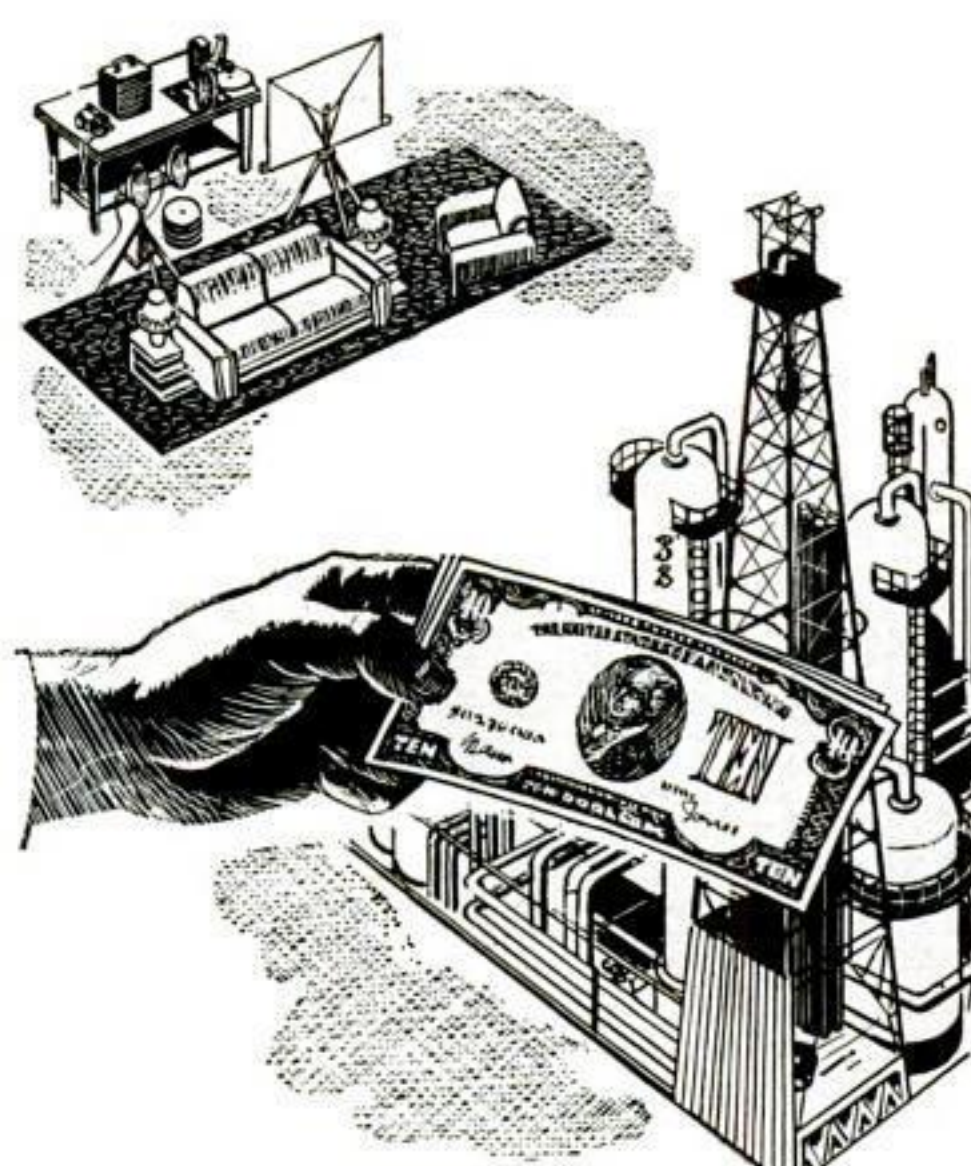
Like to meet a Capitalist?



1. Bill Ryan, 55, is foreman mechanic at the Dominguez Water Company in Long Beach, California. He and Mrs. Ryan live in a company bungalow at the main plant. Bill went to work for the company as a mechanic in 1923 and has been with them ever since. He is also one of the owners of Union Oil Company.



2. In 1940 he started buying Union Oil stock. Today he owns 100 shares. At the present market his stock is worth over \$3,000. He could sell it for that tomorrow if he chose. \$3,000 would buy many things the Ryans could use. Among other projects, they're looking for a home of their own; Bill would like to add to his home movie equipment; and Mrs. Ryan has some ideas about furniture.



3. But the Ryans have chosen to *invest* that money in oil wells, tools and refineries that make gasoline for *other people* instead of *spending* it on things they could use *themselves*. Naturally, they are entitled to some compensation for this. For you can't eat, live in, ride on or *use* your share of an oil company. In fact, the investment doesn't even entitle you to free gasoline.



4. So our American system offers people who put their money into "tools" instead of "goods" a reward in the form of *dividends*—whenever the company makes a profit. Last year Union Oil dividends amounted to \$1.95 per share. So the Ryans got \$195.00 from their holdings. This is within \$72.00 of what the average Union Oil common-stock holder got in 1948.



5. For Union Oil Company is owned not by one man, or two, but by 34,229 common-stock holders like the Ryans and 2,085 holders of preferred stock. The average common-stock holder owns just 137 shares—the average preferred-stock holder 120 shares. Naturally, some stockholders own more than this *average* and some less.



6. But the largest individual Union Oil stockholder owns only 1% of the total stock. So the profits of Union Oil—and most American corporations—don't go to a few millionaires. They are split up among thousands of average American *capitalists* like the Ryans—*capitalists* whose combined savings have made Union Oil and most of our American corporations possible.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

You're always on time with this Smart Chime Electric Alarm-\$4⁵⁰

Sentinel Signal is what you've been looking for — an inexpensive self-starting electric Chime Alarm Clock. It rings 1-2-3 and repeats its mellow-toned but persistent call. Smart brown plastic case, 3 7/8" high, legible dial. A great buy for only \$4.50.



The better the store, the surer you'll find Sentinels



SENTINEL DIAMOND Wrist Watch is smart and sleek in design, and a trustworthy timekeeper. Case has 10 kt. rolled gold plate front and chromium plated back. The strap is genuine leather and the cost is only \$4.95. Diamond is also available in chromium plated case for \$4.50.



SENTINEL PRINCESS is a miniature Alarm Clock that's a joy to look at. Trim and smart—only 3 1/4" square, the case is ivory baked enamel with polished brass plated frame for the lovely modern dial. One key winds both time and alarm, \$3.50. Radium dial and hands, \$4.50.



SENTINEL LIBERATOR is an 8-Day Alarm Clock you'll wind once a week—with grace, beauty, and charm. Its square case is smooth, glossy ivory finish. Modern dial has highly polished brass plated frame, distinctive hands. Quiet, watch-type escapement. A wonderful buy, only \$4.50.



SENTINEL CLICK is a mighty good Pocket Watch at a sensationally low price. A popular favorite among young folks and grown-ups. It's a reliable timekeeper with raised numeral dial, rotary second indicator. Chromium plated case. All this for the remarkable price of only \$2.50.

Send for free picture folder of Sentinel clocks and watches.

THE E. INGRAHAM COMPANY
Bristol, Connecticut
Established 1831

In Canada—Toronto 14, Ontario
Prices plus taxes, subject to change,
slightly higher in Canada

Ingraham

SENTINEL

Clocks and Watches



PEOPLE CONTINUED



A SURPRISE BRIDE is new Mrs. Robert Hutchins, 31, whom University of Chicago chancellor (who is 50) wed secretly last week. Formerly Vesta Orlick and a divorcee, she is 5 feet tall (Hutchins is well over 6 feet). They met in 1946 when both were working on the *Encyclopaedia Britannica*. His first wife divorced him last year, was awarded alimony of \$15,000 a year.



A SURPRISED WINNER, 20-year-old Rita Clifford (No. 10), gasps in astonishment as she hears the announcement that she has won a beauty contest held in Boston by the Press Photographers' Association. Other contestants register surprise, too.

Fixin's for elegant apple pie are in this handy package

Apple Pyequick gives you choice apple slices... spice... pie crust mix. Just add sugar and water



Betty Crocker
of General Mills
says:

"Make homemade apple pie
this new, far easier way"



You don't peel apples! Simply empty the
flavory, ready-to-use apple slices and
spice into a bowl. The apples quickly
restore to their original natural orchard
freshness when you add water.



You don't cut in shortening! Pie crust mix
comes practically ready to roll out.
Sugar the apples, pour juicy filling into
crust; top with tender pastry. Pie's in
the oven in 14 minutes!



Imagine getting choice pie apples NOW!
You can—in Apple Pyequick. About 2
lbs. of tart, firm, fresh-flavored varieties
are peeled, cored, sliced and quick-dried
for each package.



Picture-pretty pie! That's Apple Pyequick for you.
No fuss, no bother. And no hit-or-miss about it, either.
You get good homemade apple pie *every time*. Best of
all, the tender pastry, brimming with fragrantly spiced

apples, is yours any time of the year. Even now, when
choice pie apples are out of season, Apple Pyequick has
'em... tart, fresh-flavored and delectable. Pick up a
package today!

Betty Crocker is a trade name of General Mills, Inc.

Apple Pyequick - apple pie in a package



Copyright 1949 Hunt Foods, Inc.

IF IT'S FLAVOR YOU'RE HUNTING — **Hunt-**
for the best



The Kettle-simmered cooking sauce!

OVEN CROQUETTES Hunt Style

2 cups diced, left-over beef, lamb,
veal, chicken, turkey
1 medium onion
1 small green pepper
¾ cup fine, dry, bread crumbs
tsp. salt
1 egg, well beaten
2 cans **HUNT'S TOMATO SAUCE**
½ cup left-over gravy
½ cup water
1 tsp. horseradish
Melted fat

Grind meat, onion, and green pepper. Add bread crumbs, salt, egg, and 1 can Hunt's Tomato Sauce. Remember — it's *Hunt's* wonderful flavor that makes this recipe so perfect. Mix well. Form into 8 pyramids or cakes.

Mix remaining Hunt's Tomato Sauce, left-over gravy, water, and horseradish. (See how quickly the rich, velvety-smooth Hunt's Tomato Sauce blends with other ingredients.) Pour into shallow greased baking dish.

Brush croquettes with melted fat. Place in sauce. Bake in hot oven (400°F) 20-25 minutes basting after croquettes have been in oven 15 minutes. Makes 4 servings — and how your family will go for Hunt's unbeatable flavor!

Kettle-simmering makes Hunt's Tomato Sauce richer, smoother, extra flavorful. And Hunt's costs you but a few cents a can — about half the price of a can of soup. Use it in stews, spaghetti, soups, meat loaf, casseroles, gravies! Hunt Foods, Inc., Los Angeles, Calif.



and for dessert . . .

HUNT'S HEAVENLY PEACHES . . .
at down-to-earth prices



IN GENERAL STORE SHE RUNS WITH HER HUSBAND (CENTER) MRS. PUBLICOVER STANDS ON SACK TO SORT THE MAIL WHILE A LONE CUSTOMER READS A LETTER

STAMP OF DISAPPROVAL FOR THE POSTMISTRESS



NEW POSTMISTRESS Rae Publicover checks over stamps behind window. She calls the talk "shameful."

The normally quiet, always Republican little town of East Westmoreland, N.H. (pop. 175) was in a dither. Ever since Hiram Woodward died last November his widow Verna had been handling his job of postmaster. But now Washington had appointed Rae Publicover acting postmistress instead of Widow Woodward. Mrs. Publicover was, townspeople said, nowhere near so popular as Verna Woodward. Mrs. Publicover was practically a stranger; she had lived in East Westmoreland only 10 years. Besides, she knew so little about the state that while sorting mail she did not know where Center Sandwich, N.H. was. But the Publicovers voted for Truman, while Widow Woodward, like nearly everybody else in town, voted Republican. Last week the East Westmorelanders were holding protest meetings and boycotting Mrs. Publicover by buying stamps in the neighboring city of Keene. They also hoped the government would put them on a rural route from a nearby town, thereby eliminating the East Westmoreland post office entirely. But Mrs. Publicover was still postmistress. Said her husband, "These Republicans don't understand that Dewey lost the election."



OLD POSTMISTRESS Widow Woodward has no income except from garden without the \$1,000-a-year job.



An Instant Success

● It's the instant coffee America has been waiting for... grand coffee made by the makers of Famous Chase & Sanborn. You make it right in the cup... exactly the strength you like best.

And there's no pot to wash... no messy grounds to get rid of and no waiting! Costs about a penny a cup. Compare it for quality with any coffee made any way. Get your jar today!



Chase & Sanborn
Instant Coffee Product

MADE BY THE MAKERS OF
FAMOUS CHASE & SANBORN COFFEE
Fine Coffee Merchants Since 1864



Stamp of Disapproval CONTINUED



PROTEST COMMITTEE is headed by Paul King (left), the town moderator, who says, "If that's democracy, then I'm damned glad I'm a Republican."



OLD POST OFFICE was Woodward's home on a gravel road. Mrs. Woodward always would open it up at any hour of the day for late-working farmers.



MODERATOR SETS EXAMPLE by putting up a mail box 2 miles from his house in the hope that he can get on a rural route from a neighboring town.

AMERICA'S GREATEST BLOUSE VALUE!



The New *Laura Mae* **LIFE** BLOUSE

Washes like a hanky!

Fine Sanforized*, mercerized and combed broadcloth... lovely double stitching throughout... convertible collar... double yoke... full *White, Blue, Pink, Maize.* **\$1.98** everywhere

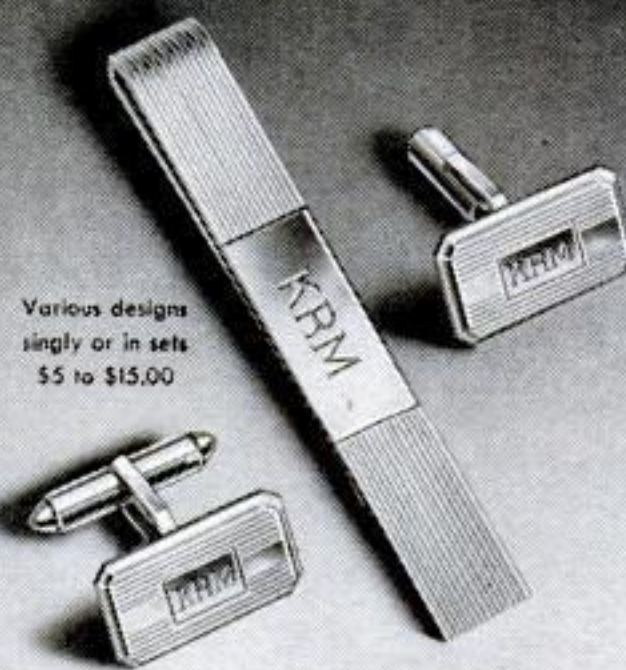
Color & Shrinkage Guaranteed or money back! *1% residual shrinkage

AVAILABLE IN STORES THROUGHOUT THE COUNTRY or Write to

M. Serman & Co.

1225 Broadway, New York 1, N. Y.

MEN'S JEWELRY
in
Presentation Quality



Various designs
singly or in sets
\$5 to \$15.00

FOR GRADUATIONS
BIRTHDAYS... WEDDINGS

Krementz Jewelry made with a rich, lasting overlay of 14 kt. gold will recall the happy event for many years to come.

Krementz
FINE QUALITY JEWELRY
since 1866

FOR LADIES: Flexible and Bangle Bracelets
Necklaces • Brooches
FOR MEN: Evening Jewelry • Cuff Links
Tie Holders • Belt Buckles
Wherever fine jewelry is sold

For The Finest Refrigerator—Food Freezer Combination *Choose Hotpoint!*

Years Ahead In Revolutionary Advancements—Hotpoint's Beautiful Two-Door Combination Gives You Complete Refrigeration And Food-Freezing Service



*Comparison Proves...
Hotpoint
Offers More!*

HERE's the world's finest answer to ALL your refrigeration needs — Hotpoint's revolutionary Combination . . . a REAL Food Freezer plus a FULL-SIZE Refrigerator in a single kitchen unit! Look what you get:

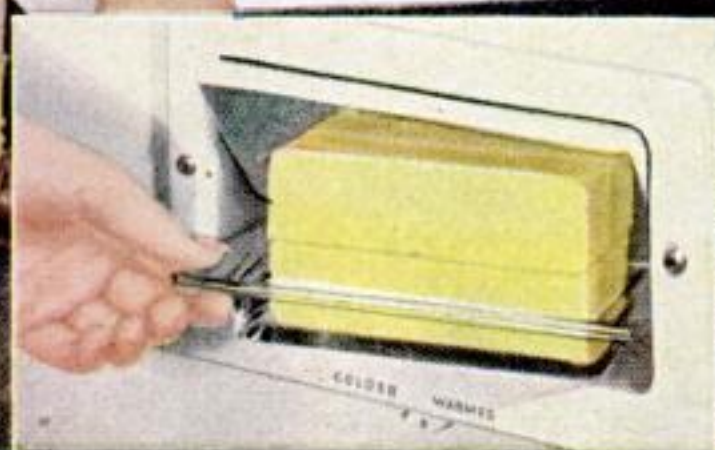


MORE STORAGE! Hotpoint's spacious freezer—a separate food locker with individual door, accurate temperature controls and automatic light—stores 70 pounds at zero or colder. Roomy refrigerator provides *almost 19 square feet* of shelf space—gives you extra room for more food!

MORE CONVENIENCE! Handy Leftover Rack, Butter Conditioner, scientific humidifying which makes refrigerator defrosting unnecessary—Hotpoint brings you all these conveniences and many more! Every brilliant feature reflects America's most advanced design.

MORE VALUE! Famous Thriftmaster with 5-year protection contributes to the greater economy and extra value you enjoy with all Hotpoint Refrigerators. Ten handsome models offer the industry's widest range of prices. Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.

Phone Western Union—Operator 25—for the name of your nearest Hotpoint dealer.



● Hotpoint's Butter Conditioner provides a compartment for keeping butter fresher, and at the right consistency for easy spreading.



● Store leftovers in Hotpoint's handy swing-out rack which holds three transparently covered jars. Rack also lifts out for table use.

Everybody's Pointing To

Hotpoint Refrigerators



LOUVRE IN BLOOM

The Dutch brighten Paris museum

The belief that flowers brighten the home, which is firmly held by florists everywhere and is practically a religion in Holland, recently was extended to include a great museum, the Louvre in Paris. At the instigation of the Netherlands government, Dutch growers sent their prettiest blooms for display in the Salle des Cariatides. The traditional

tulips naturally were most prominent, but there also was a great profusion of carnations, hyacinths, roses, azaleas, daffodils, narcissuses, lilacs and mimosa. The 30,000 Frenchmen who saw the show were enthusiastic, the columnar severity of the museum hall was pleasantly softened, and even *Diana of Versailles* seemed to take on an air of amiability.

A Light at 28 Elm Street

The sun had gone down and the purple of dusk was turning to the dark of night. A middle-aged man, smoking his pipe contentedly, walked down tree-canopied Elm Street.

As the man passed number 28, he saw a light come on in the living-room. It was a cheerful light that, somehow, seemed warmer than any of the lights in neighboring windows.

The man often walked down Elm Street and every time he saw that light in the window he felt the same glow of satisfaction. It meant that all was well within. Mrs. Allen had put her two children to bed and had settled herself for an evening of sewing or reading. Later some friends would probably drop in.

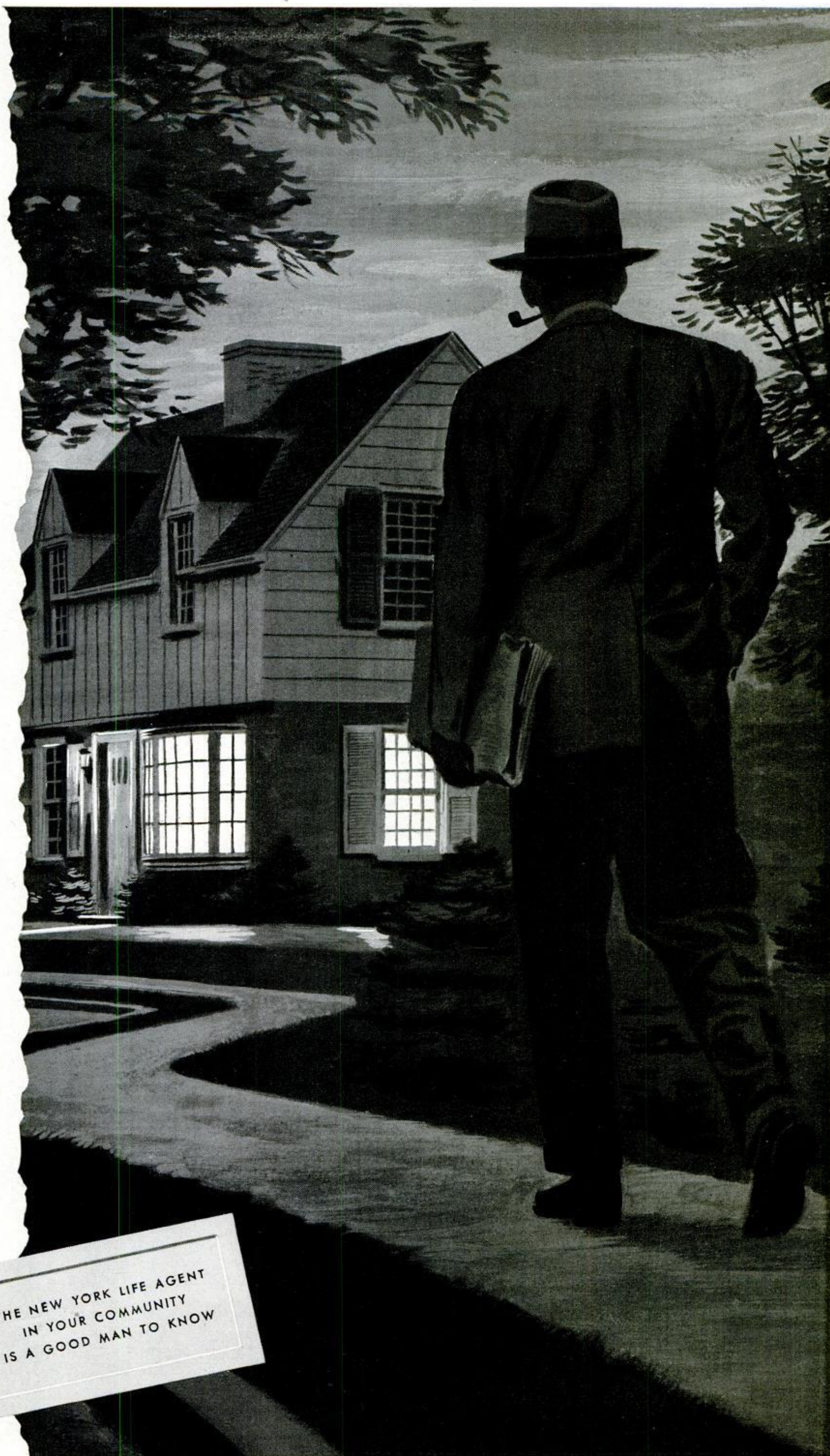
Yet how different it might have been. The woman was alone with two children, but hardship had not moved in with them.

The man in the street was a modest man, but he could not help feeling that he had played an important part in this story. He remembered the night he had persuaded Mr. Allen to take the step that had meant so much to his family just three years later. He could not help but feel that, if Mr. Allen could somehow be walking with him tonight, he would put a hand on his shoulder and say a simple, "I'm glad you came over that night."

The man walked on, thinking back upon his own life. He had been a New York Life agent for fifteen years and often—like tonight, for instance—he felt that he had chosen the best possible career for himself. He whistled softly as he turned off Elm Street and headed toward home.

NEW YORK LIFE
INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW



Naturally, names used in this story are fictitious.

PALL MALL's *greater length*
filters the smoke
on the way to your throat



Filters the smoke

and makes it mild

● Discover for yourself why so many of your friends have changed to the *longer, finer* cigarette—PALL MALL. Its greater length of traditionally fine, mellow tobaccos serves as a longer, natural filter to screen and cool the smoke on the way to your throat—yes, filters the smoke and makes it mild. Thus PALL MALL gives you a *smoothness, mildness* and *satisfaction* no other cigarette offers you. Enjoy the *longer, finer* cigarette in the distinguished red package—PALL MALL Famous Cigarettes—*good to look at, good to feel, good to taste, and good to smoke.*

OUTSTANDING */and they*
are mild!

Louvre CONTINUED



LUCKY PARISIANS, arms full of discarded bouquets, found these Dutch flowers piled in the Louvre courtyard the morning after the exhibition closed.

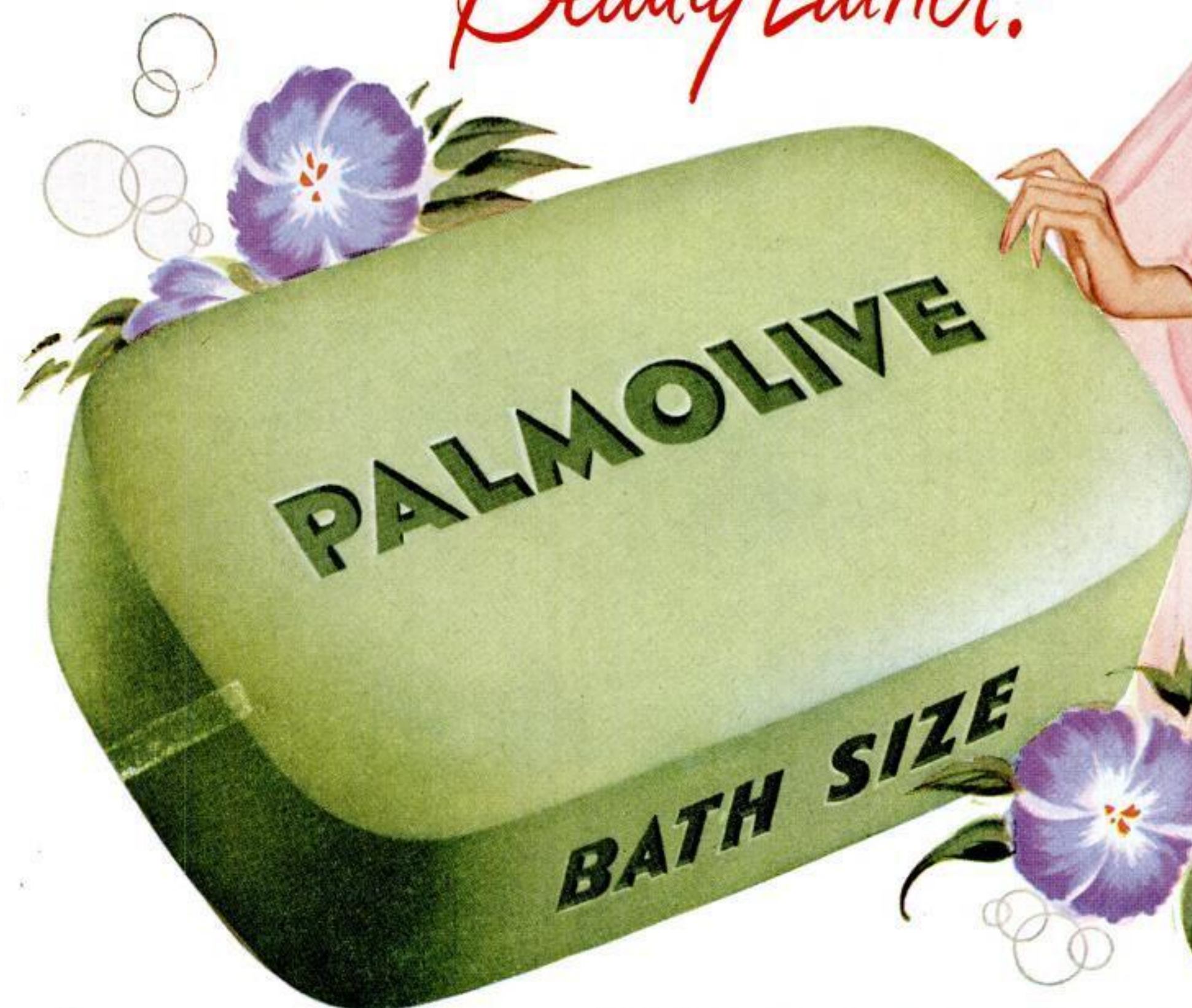


FLOWER LOVER Frederic Lemerrier, a Paris drayman who helped clean the museum, prepares to present roses to his wife. He also decorated his horse.

For Bare-Skin Beauty

Bath Size Palmolive

With its famous "Beauty Lather!"



New Fragrance!
New Charm!
New Allure!

THIS VERY DAY, see how big, thrifty Bath Size Palmolive smooths and softens arms and shoulders...how Palmolive's wonderful "Beauty Lather" helps make you lovelier *all over*!

To be a real Bare-Skin Beauty—get Bath Size Palmolive Soap and use it daily in tub or shower! Economical, long-lasting Bath Size Palmolive makes oceans of rich, creamy "Beauty Lather"—leaves an exciting "whisper" of perfume on your skin. Get Bath Size Palmolive Soap today—for Palmolive's famous Complexion Care *all over*!



Bath Size Palmolive
 for *Bare-Skin Beauty!*

Use this
 Coupon
 and Save
 10¢



WORTH 10¢ IN PART PAYMENT ON 2 CAKES OF BATH SIZE PALMOLIVE!

We're so sure that once you try new Bath Size Palmolive's wonderful "Beauty Lather" you'll use nothing else—we want to help pay for your first two cakes! Clip this money-saving coupon now, and take it to your dealer today. It is worth 10¢ in part payment on two cakes of big Bath Size Palmolive.

DEALER: You are authorized to act as our agent for the redemption of this coupon. The customer must pay any sales tax. For each coupon redeemed in accordance with terms here specified our salesman will reimburse you upon surrender of the coupon, for the face value, plus 1¢ for handling—

total, 11¢. Any other application constitutes fraud. This offer* is void in any state or municipality where prohibited, taxed or otherwise restricted. This offer expires September 1, 1949. COLGATE-PALMOLIVE-PEET COMPANY, Jersey City 2, New Jersey.

*Offer good only in continental United States and Hawaiian Islands

Cash Value 3/20 of 1 cent





RCA Victor 8X71 tunes in AM and FM, plays on AC or DC. It's extremely selective and sensitive, with big 5-inch speaker, automatic volume control and the "Golden Throat." Cabinet is lightweight but durable maroon plastic with matching back cover. Antique ivory finish is slightly higher. \$49.95*

FM at its finest...

RCA VICTOR FM and the "Golden Throat"

● RCA Victor FM means flawless music—Frequency Modulation with clear, true, static-free listening. There's no background noise to compete with your favorite programs; not even thunder storms interrupt your listening. And, because RCA Victor's extremely sensitive circuits are also *simpler*, you get this luxury listening at such low cost. Add to RCA Victor's own advanced Fre-

quency Modulation circuits the tonal beauty of the "Golden Throat" and you have radio at its finest from every FM station in range of your home.

You can tune in standard AM programs, too, with either of these up-to-date table models. See them, hear them today at your RCA Victor dealer's. They bring you a double measure of listening pleasure!



THE "GOLDEN THROAT"
Only RCA Victor instruments have this precisely balanced 3-Way Tone System. It's the finest in RCA Victor history.

RCA Victor 8R76

Exquisite "fine-wood" finish enriches the plastic cabinet of this fine FM-AM table radio. It has RCA Victor's own advanced FM circuits and new type tubes for greater sensitivity, better performance. Has the "Golden Throat," 3-point tone control—even a place to plug in a record player. AC operation. In mahogany, walnut or blond "fine-wood" finish, \$65.00.* In maroon plastic, \$59.95*

*Prices subject to change without notice. Zone 2 prices slightly higher.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO...
FIRST IN RECORDED MUSIC...
FIRST IN TELEVISION



FULL OF CONFIDENCE AND HIGH GOOD HUMOR, 49-YEAR-OLD MILLIONAIRE BEEF-RAISER LUCKEY RIDES HIS RANGE IN THE IMPERIAL VALLEY OF CALIFORNIA

A NEW POLITICAL LEADER RISES IN THE WEST

California Cattleman E. George Luckey, who backed Truman at the right time, begins to collect his reward

Not long ago Californians got quite a chill when they heard that the Navy was about to close down its big air base at El Centro. The place has a large payroll. So they got hold of their friend and neighbor E. George Luckey, who obligingly got down off his horse and put in a call to Washington. Within a week word came through that the air base would remain open.

Shortly before that Californians got the idea it would be nice to have Vice President Alben Barkley on hand for a Democratic dinner. So they got hold of E. George Luckey, who made a trip to Washington and despite enormous odds came back with Barkley's promise to attend. Like Aladdin, Luckey had a knack for getting things done. And the friendly jinni who responded when Luckey rubbed his telephone was none other than Harry Truman.

Nine months ago 49-year-old George Luckey had never even met Harry

Truman, although he has much in common with him (*pp.* 72, 73). Luckey was, in fact, a political nonentity, unknown outside California. He did have about \$3 million, which he had made in the cattle business, and he was vice chairman of the Democratic State Central Committee. Because the committee had been dominated by James Roosevelt, who did not think Truman should be nominated, Luckey was in a spot to do the President and himself a lot of good. He promptly did it, by politicking hard for Truman and by contributing \$40,000 to the campaign fund. After Truman's victory Luckey found himself with a clear pipeline to the White House. By making full use of it to secure such handy things as the exclusive picture of himself at the President's elbow (*p.* 73), he can travel a long way—perhaps far enough to convince Californians that he, and not Roosevelt or even Earl Warren, should be elected governor next year.

Time for your **SPRING** **PurOlator-Change**



A CLOGGED OIL FILTER IS DANGEROUS. You think you're getting protection; but actually engine-wrecking abrasives threaten sizable repair bills. *High time for a refill!*



"MICRONIC" CONSTRUCTION MAKES THE DIFFERENCE. Pores so tiny they stop *all* the sludge, *all* the abrasives. The Purolator "Micronic" Oil Filter filters *completely*.



INSERTED IN A FEW MINUTES—and away you go; your mind at ease. With a new Purolator Refill on the job, you know your oil will stay cleaner, your engine safer.



COSTS SO LITTLE—CAN SAVE SO MUCH. Reduces wear and tear on engine parts . . . keeps oil lines from clogging. Only \$1.38 to \$2.50, depending on make of car.

Make the Spring changeover complete . . . new oil and a clean oil filter. Next time you drive into your service station, garage, or car dealer's, have your oil filter checked. If it's choked up with sludge and grit, put in a new Purolator Micronic Refill . . . the filter that traps *all* the engine-wrecking sludge and abrasives! (Purolator Refills can be used in *any* make of oil filter.)

If your car is *not* equipped with an oil filter, you can keep your engine safer, your repair bills lower, by installing a "Purolator" immediately. Purolator Refill, \$1.38 to \$2.50 depending on make of car—inserted in a few minutes. Purolator Oil Filter, complete, \$6.50 up; also depending on make of car.

PurOlator

MICRONIC OIL FILTER

... the oil filter that traps all the abrasives,
all the sludge.



George Luckey CONTINUED



IN TRUMAN'S HABERDASHERY, BATTERY "D" MEN FRANCIS BERRY AND

LUCKEY WAS ALSO A HABERDASHER

In addition to their superficial resemblance, Harry S. Truman and E. George Luckey have much in common. Both were young artillerymen in World War I, although Corporal Luckey, unlike Captain Truman, never got overseas. Later both men went broke as haberdashers, Truman (*above*) in Kansas City and Luckey (*below*) in Colton, Calif. But then, when Truman entered politics, Luckey went into the cattle business. He took beef animals at \$9 a head in payment for a loan. After fattening them he sold them for \$32 a head, and thus began his career.

Both men were almost instantly impressed with each other when they first met during Truman's campaign swing through California. Luckey decided that Truman "will go down in history as one of our greatest Presidents," while Truman, admiring the sharp-pointed cowboy boots which Luckey wears, remarked that they would be useful for kicking various political opponents in various places. Since the election Luckey has twice gone to Washington to chat with Truman, and on the last occasion Truman was glad to show the world how well his friend stood by sitting with him at the presidential desk for a special picture.



IN LUCKEY'S HABERDASHERY, LUCKEY (LEFT) HAD AN APPREHENSIVE



MIKE FLYNN (SECOND AND THIRD FROM LEFT) VISIT THEIR EX-CAPTAIN



AT HIS DESK TRUMAN TAKES TIME OUT TO SMILE WITH HIS FRIEND



LOOK AT THE OPENING IN 1927. BUSINESS FOLDED UP TWO YEARS LATER

CONTINUED ON NEXT PAGE



Cine-Kodak Magazine 8 Camera

3-second loading, f/1.9 lens—Compact, competent, amazingly easy to use. Magazine load—no film threading. Standard lens readily interchangeable with your choice of precision "telephotos." Finger-tip guide "dials" the right exposure for full-color or black-and-white filming, outdoors or indoors. Speed control permits true slow motion. \$163, including Federal Tax.

The "happy family" of movie making

Kodak movie cameras, projectors, film, and film processing... harmonious family of fine equipment and friendly services which first made personal movies possible, then popular.

"Kodak" is a trade-mark



Ample light for home shows—Projects—brilliantly—the films Kodak processes without extra charge. Fast f/2 lens, powerful 500-watt lamp. Simplified controls; rugged construction; cool, dependable operation. \$85. See this Kodak movie team at your dealer's. Eastman Kodak Company, Rochester 4, N. Y.

(Prices subject to change without notice)



Kodascope Eight-33 Projector

Kodak

Copyrighted material



Founded 1840

PARK & TILFORD RESERVE

OVER 100 YEARS
OF QUALITY

P&T
PARK & TILFORD
RESERVE
WHISKY
A BLEND

Blended and Bottled by
PARK & TILFORD DISTILLERS, INC.
MIDWAY, KY. • NEW YORK, N.Y.

*An American Favorite—because
it is the finest-tasting whiskey
of its type in America—and the
best whiskey value in America!*

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF

George Luckey CONTINUED

PICTURES WITH TRUMAN'S BRASS IMPRESS THE FOLK BACK HOME



ALBEN BARKLEY, Vice President, gives friend Luckey warm handclasp.



BILL BOYLE, Truman's top patronage dispenser, responds with favor.



MATT CONNELLY, Truman's secretary, pauses to make pleasant talk.



TOM CLARK, Attorney General, beams at one of Luckey's wisecracks.



OSCAR CHAPMAN, Under Secretary of Interior, stops to greet Luckey.



CHARLES BRANNAN, Secretary of Agriculture, gladly poses with him.

OVER ALL...
all over America!



The Styleline De Luxe 4-Door Sedan
White sidewall tires optional at extra cost.

Yes, in city after city, town after town and state after state—in all parts of America—there are more Chevrolets in use than any other make!

The most Beautiful **BUY** *of all!*

Chevrolet's traditional margin of leadership is sure to be greater than ever if the nationwide enthusiasm for the '49 models—the most overwhelming tribute *any* new car has ever received—is a measure of popularity.

Reports from all parts of the country indicate that the men and women of America are pronouncing it *the most beautiful buy of all*, and in the way that speaks loudest—with buying orders!

They're saying it's the most beautiful buy for styling and comfort, because it's the only low-priced car offering luxurious Fisher Bodies, Super-Size Interiors and "Five-Foot Seats."

They're telling friends it's the most beautiful buy for driving and riding ease, because it's the only low-priced car with that

thrilling new 4-way engineering advance—*Center-Point Design*—which delivers entirely new driving and riding results.

And they're insisting it's the most beautiful buy for performance with economy, as well as safety, because it alone provides a world's champion Valve-in-Head engine and safety factor after safety factor of higher-priced cars, at the *lowest prices* and with such low cost of operation and upkeep.

Naturally, we of Chevrolet are grateful for this enthusiastic endorsement of this new car . . . and grateful, too, that people like it so well that they are placing it first in popular demand all over America . . . just as they have placed Chevrolet first in registrations for the total 18-year period, 1931 to date!

FIRST FOR QUALITY
AT LOWEST COST

CHEVROLET

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



AMERICA'S CHOICE FOR 18 YEARS

For a MODEL DOG

nourish **EVERY INCH**
of him with **GAINES!**

HEART
Loyal

CHEST
Deep

NATURE
Alert

BODY
Sound

Your dog would *love* to be the model dog you want him to be. He wants to feel good—to be alert and playful—to sport a sleek coat that's fun to stroke. He wants to wag his tail. Expert care, and nourishing **EVERY INCH** of him, will do so much to help him! Give him **GAINES**. Gaines supplies every type of nourishment dogs are known to need.

THIS MUCH NOURISHMENT in each pound of Gaines!



To Build Strong Bodies—as much *proteins* as there are in 1½ pounds of fresh beef



For Sleek Appearance and Glossy Coat—the *fats* that would be provided by 1¼ ounces of butter



For Red-Blooded Vitality—as much *iron* as there is in ¾ of a pound of beef liver



For Energy—as much *carbohydrates* as there are in 2 quarts of cooked oatmeal



For Strong Bones and Teeth—the *minerals* that would be provided by 1¾ pounds of cheese

Plus

All the Vitamins and Minerals dogs are known to need . . . in more than required quantities

Gaines is backed by 19 years of experience in dog nutrition. No wonder it is bought with confidence by millions! In fact, more Gaines is fed by dog owners than any other brand!



A Product of
General Foods

**GAINES COSTS
LESS TO FEED**
than any other
type of dog food!

... but even more important
than economy is the health-
ful, fully balanced diet which
is provided by Gaines!

Gaines DOG FOODS

"Nourish Every Inch of Your Dog"



NEW MOVIE STAR SARAH CHURCHILL GIVES HER EYELASHES AN EXPERT CURL AS SHE SITS IN HER MAKE-UP GOWN AND PREPARES TO GO BEFORE THE CAMERAS

ANOTHER CHURCHILL MAKES GOOD

Winston's actress daughter Sarah finally reaches cinema stardom in a lighthearted English comedy

The handsome young lady at her dressing table above is best known as one of the daughters of a great English statesman. In her 34 years "Mule" (the nickname her father gave her for her obstinacy) has also been a chorus girl, an officer in the WAAF, the wife of a popular vaudeville comedian and a well-known actress on the English stage. Now American audiences will have a chance to see

her in a new movie called *All Over the Town*, which had a favorable reception in London and in which Miss Churchill has achieved her lifelong dream of film stardom.

In *All Over the Town* Miss Churchill plays a small-town newspaper girl who, in league with the editor she loves, puts up a fight against reactionary advertisers who want to stifle public discus-

sion of their nefarious activities and ram through a profiteering housing project. Some of the film's attacks on pillars of the community might bring outraged snorts from old Conservatives, but Winston Churchill himself could not but approve the British pluck and obstinacy and solidarity that bring about a happy ending when everybody chips in to keep the paper going and foil the profiteers.

MADE WITH
IMPORTED
BOTANICALS



Why *this* Martini rates
your stamp of approval

Cassia from China...

Valencia peel from Spain...

Juniper from Italy...

To these vintage year botanicals, the world's finest...

Add American grain spirits—

and Hiram Walker's 91 years distilling skill...

There you have a great gin—

For gin drinks that stamp you as a great host.

HIRAM
WALKER'S Distilled
London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

Sarah Churchill CONTINUED



A FISH-QUEUE ARGUMENT embroils Sally Thorpe (Sarah Churchill) in *All Over the Town*. Sally is fed up with the petty bickerings of small-town life.



EMOTIONAL CRISIS comes when the editor, who promised to take Sally away to a big city, says he must remain and fight for a decent housing project.



VICTORY for housing project comes when special edition of newspaper, put out by a skeleton staff, exposes crooks, who had tried to prevent publication.

CONTINUED ON PAGE 82

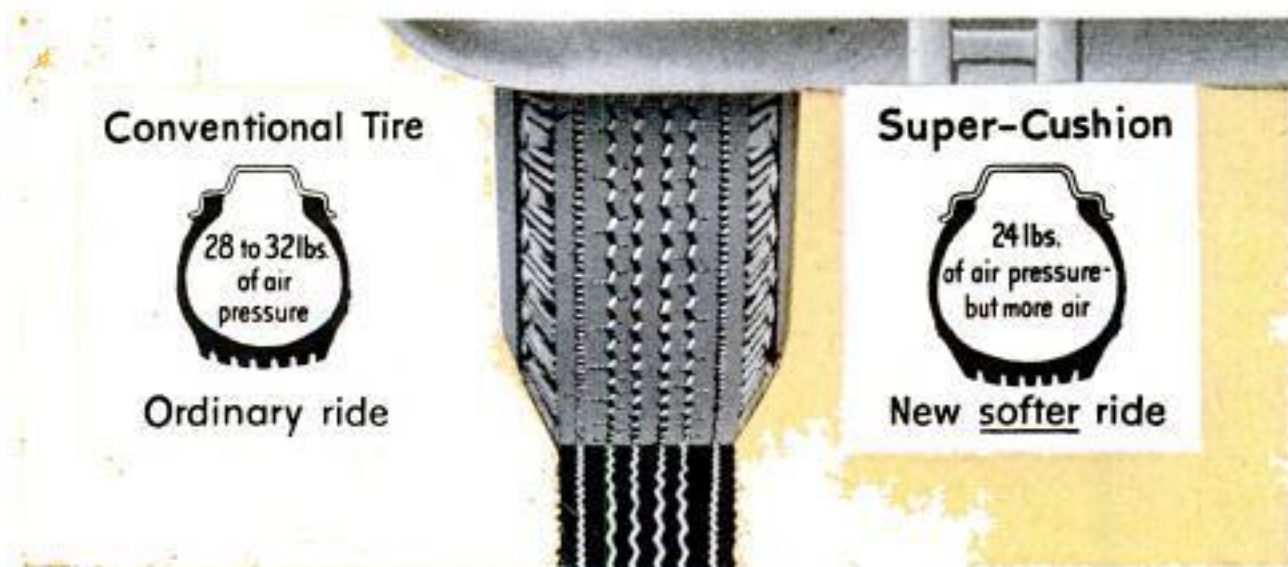


We're
tobacco men...
not medicine men
OLD GOLD
cures just one thing:

the World's Best Tobacco



GLEN JONES is Sheriff of Clark County, Nevada. He says: "Take it from me—no other tire can match this Super-Cushion. In my job, I often have to drive hard and fast. With Super-Cushions, my car hugs the curves and gives me an amazingly soft ride. I get quicker, safer stops—and longer mileage than I've had from any other tires."



Softer ride! The Super-Cushion is bigger, softer. It runs on less air pressure. It absorbs road shock, vibration. You get a pillowy ride, less wear on your car, fewer rattles and repair bills!



Greater Safety! Super-Cushions have a larger contact area with the road. So you drive with a new sense of ease, a new *stability*. Your car hugs the curves, stops quicker in all kinds of weather!

Sound advice— a sailor, and



MRS. THOMAS HIGGINS, of Westerly, R. I., is a sailor *and* a motorist. She says: "Super-Cushions are so big and handsome, they'll make your car a *lot* better-looking! The way they hold the road makes you feel so much safer, too. I get just as smooth a ride with Super-Cushions as when floating along in a sailboat!"

Super cushion

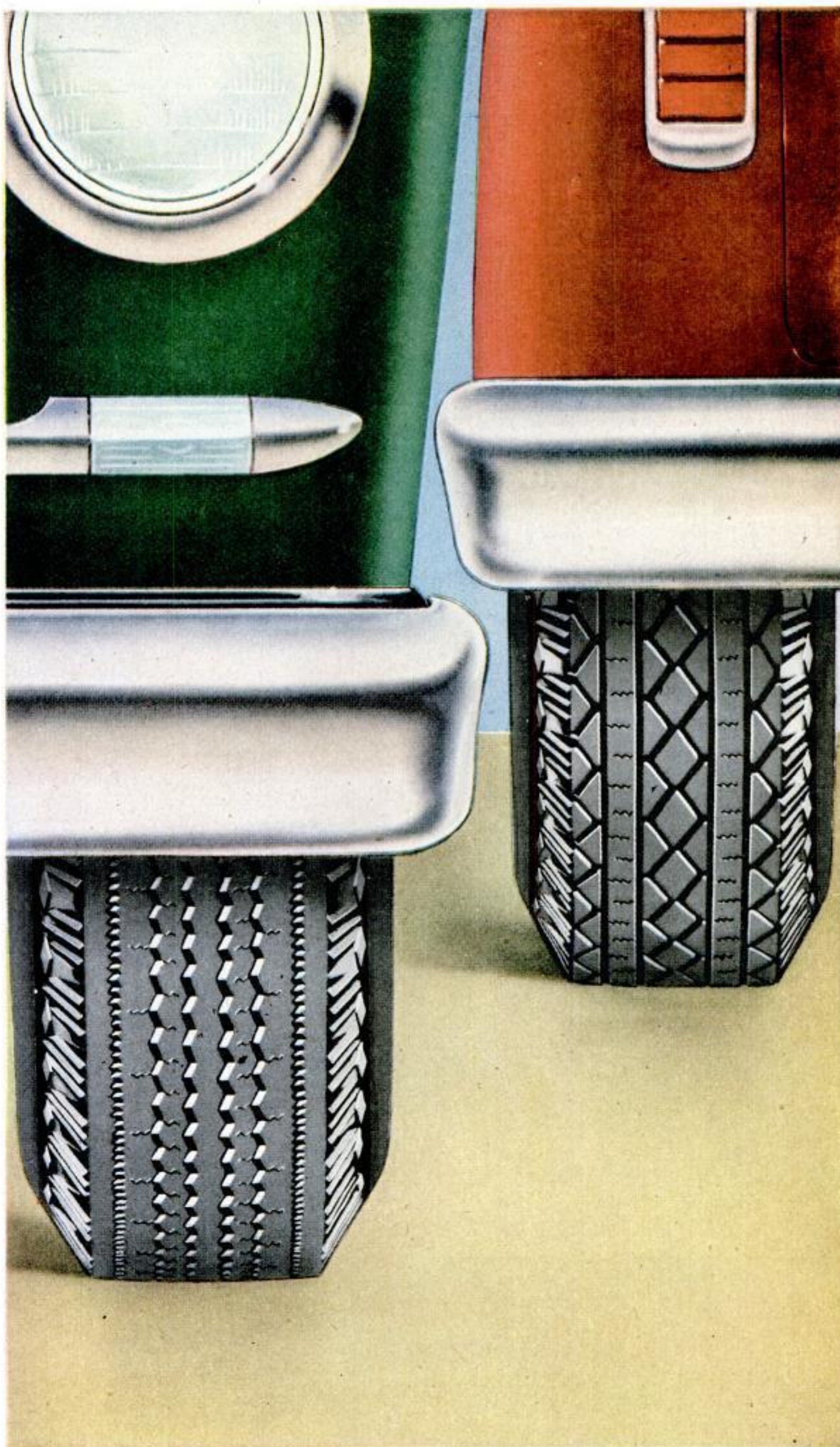
GOO!

MORE PEOPLE RIDE ON

from a sheriff,
a salesman!



LOUIS W. HILL is a sales manager in Atlanta, Ga. He says: "Super-Cushions are the tires to get today! They give me better mileage, and make my car ride far smoother than ever before. And it really sticks to the road, whether the pavement is dry or wet. My car is a small one, but now it rides and handles as well as a big car!"



Super-Cushions will fit your present wheels—so let your Goodyear dealer put a set on your car *now*! And when you get new tires, it's wise to get new tubes. The perfect combination is Super-Cushions with LifeGuard Safety Tubes—the tubes that make a blowout harmless. You can't get better protection to save your life. Drive in *today*—wherever you see the Goodyear sign!

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

ion by

GOODYEAR

GOODYEAR TIRES THAN ON ANY OTHER KIND

Super-Cushion, LifeGuard T.M. —The Goodyear Tire & Rubber Company

Here's the new Love Seat you've always wanted —and it's a HIDE-A-BED!



Would you believe that there's a real Simmons bed hidden inside this beautiful love seat?

It's the *new size* Hide-A-Bed*—the latest product of Simmons research and development.

Quickly, *magically*, the new Hide-A-Bed love seat opens into a real bed.

You get *double duty* out of your Hide-A-Bed . . . and for no more!

Look at your living room today! You're sure to find the perfect place for the Hide-A-Bed love seat—made only by Simmons.

See the new Hide-A-Bed love seat today! Eight smart styles and a wide range of cover fabrics. Most models about five feet wide.



Only seconds to open your Hide-A-Bed into a truly comfortable bed—with a perfect-for-sleeping Simmons innerspring mattress. And look—you make up your Hide-A-Bed in the morning. Leave bedding on it—fold it away, ready for the night!



You'll be amazed that this beautiful love seat sleeps two people! Love seat model above, \$239.00. Others as low as \$179.50. Full sofa-size Hide-A-Bed, \$198.00 up. (Slightly higher west of Rockies.) Budget terms. *Good news!* You can have the famous Beautyrest mattress in any Hide-A-Bed!

A STYLE FOR EVERY TYPE OF ROOM



Modern Tuxedo



Town House Duplex



Modern



New Yorker

Only SIMMONS makes HIDE-A-BED

ALSO FROM THE HOUSE OF SIMMONS—the greatest name in bedding: Beautyrest—America's "luxury comfort" mattress. Electronic Blanket—a new defense against colds. Deepsleep mattress—a fine Simmons mattress at a lower price. Babybeauty crib mattress—made to doctors' specifications. Ace Spring—the modern spring for the modern mattress.

COPR. 1949 BY SIMMONS CO., MDSE. MART, CHICAGO, ILL.
*TRADE-MARK REG. U. S. PAT. OFF.

Sarah Churchill CONTINUED

SARAH ON STAGE AND SCREEN



IN A CHORUS LINE (third from left) Sarah, in 1936, made theatrical debut. Show was *Follow the Sun*, put on by C. B. Cochran, the British Ziegfeld.



WITH HER HUSBAND Vic Oliver, Sarah (white dress) appeared in a revue called *Plays and Music*. She married Oliver in 1936, was divorced in 1945.



AS JULIET she played the balcony scene in same revue, got critics' praise.



IN "GASLIGHT" she had her first dramatic lead, played the provinces.

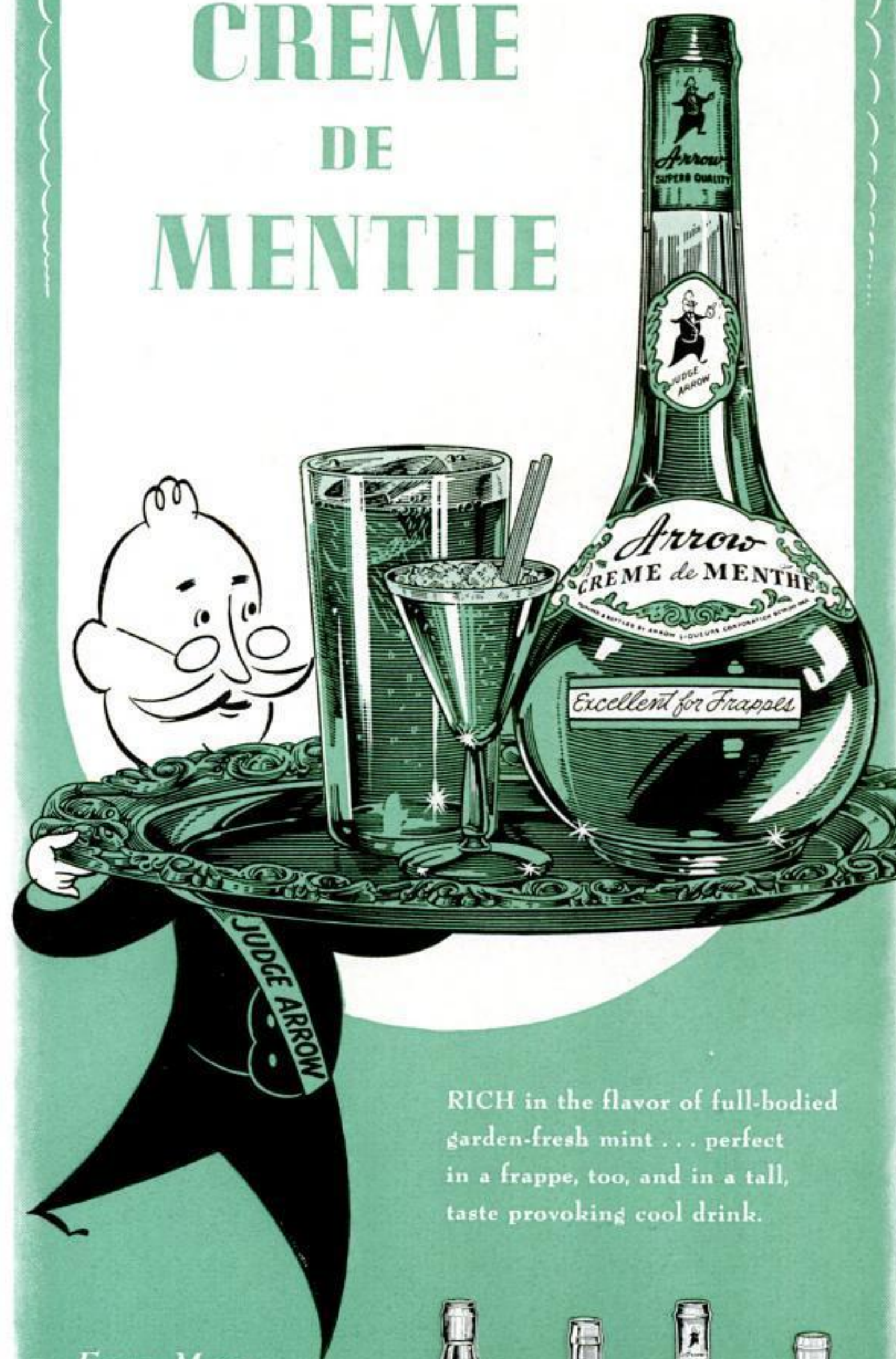


IN ITALIAN FILM, *Daniele Cortis* (1946), Sarah played a girl married to an unscrupulous old man. Her playing in this got her a British movie contract.

*Distinguished
Climax to Any Meal*

Arrow

**CREME
DE
MENTHE**



RICH in the flavor of full-bodied garden-fresh mint . . . perfect in a frappe, too, and in a tall, taste provoking cool drink.

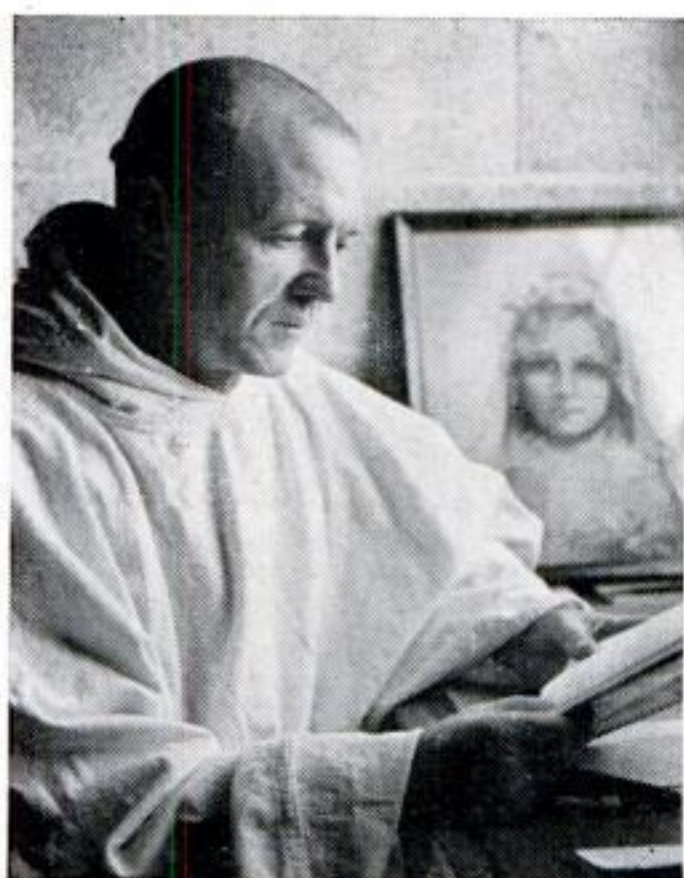
*Four More
Arrow Favorites*

Arrow Creme de Cacao, 60 proof
Arrow Triple Sec, 80 proof
Arrow Creme de Menthe, white, 60 proof
Arrow Liqueur de Abbey, 86 proof



ARROW CREME DE MENTHE, 60 PROOF . . . ARROW LIQUEURS CORP., DETROIT 7, MICH.





THE FATHER PRIOR is second in command, looks after outside guests.



HIGH MOUNTAINS, still covered with snow, isolate the Quonset-hut monastery. Buildings at left are barns and stables of the Trappists' farm and provided their home while monastery was being built.

Trappist Monastery

IT OFFERS THE STRICT LIFE DESCRIBED IN "SEVEN STOREY MOUNTAIN"

Throughout the U.S. last week a strange and sometimes tortuous book continued to hold its high place on the lists of best-sellers. The personal story of a young Catholic convert (p. 90), *The Seven Storey Mountain* has sold more than 183,000 copies and in some cities is being read by more Protestants than Catholics. Its author, Thomas Merton, tells in detail how he entered a Trappist monastery, became a monk and found some contentment and peace in a world full of strife and hectic confusion.

One of the strictest and most contemplative

of Catholic orders, the Trappists enforce silence upon their members. Originating in France in the 17th Century as a branch of the Cistercians, they take their name from the ancient Abbey de la Trappe, their first home. One hundred years ago they came to the U.S. and founded a monastery in Kentucky. There are now five other Trappist monasteries in the U.S.: in Rhode Island, New Mexico, Iowa, Georgia and Utah.

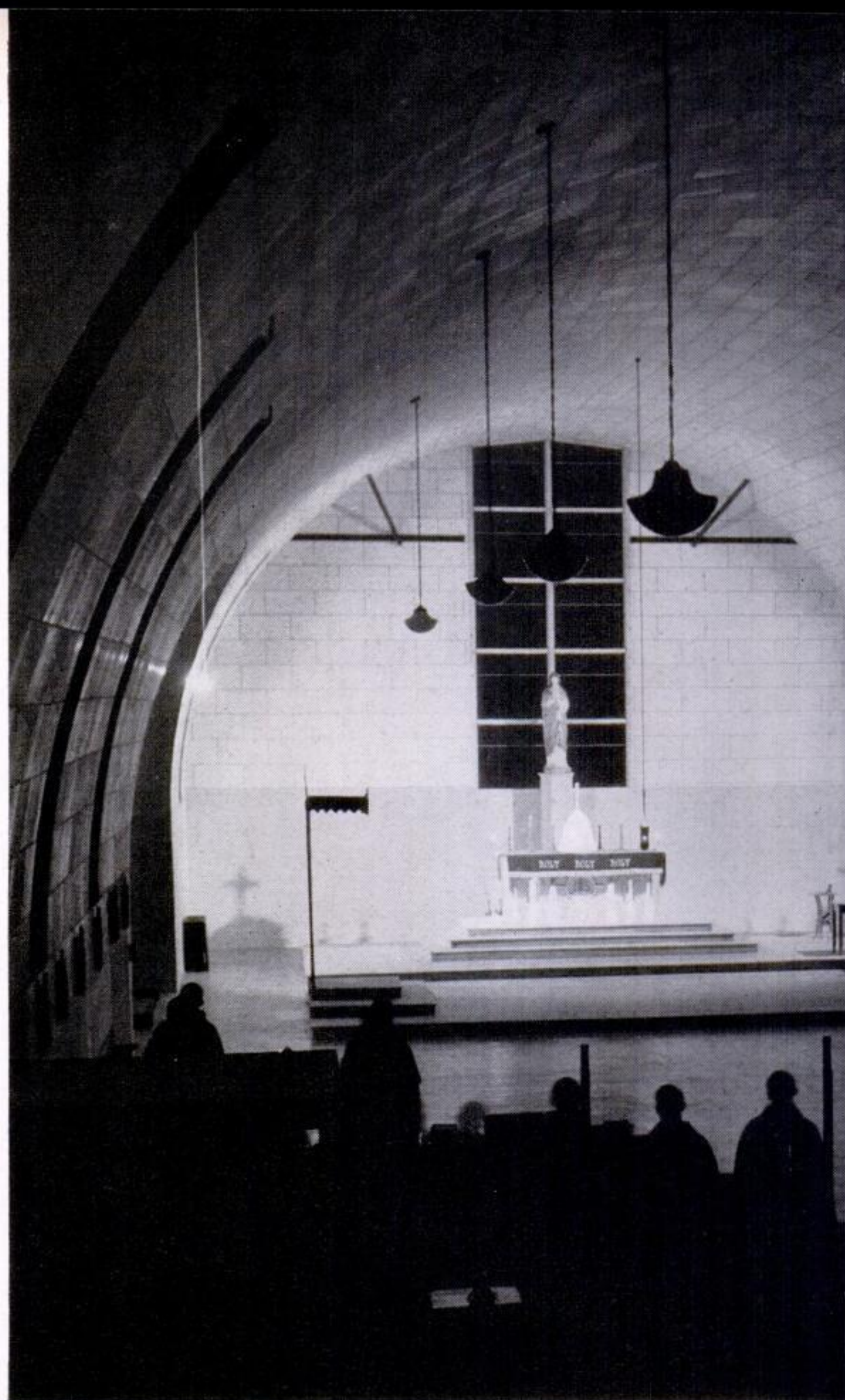
The Utah monastery, shown on these pages, is located in a picturesque mountain valley 54 miles from Salt Lake City and looks much like

a streamlined Shangri-la (above). It was started less than two years ago when 34 Trappist monks journeyed from their Kentucky monastery in a Pullman car, the shades drawn and the porter locked out during their frequent hours of prayer en route. A baggage car contained the altar and farm equipment. At first they lived in some ramshackle barracks while they set about preparing 1,640 acres of land for farming and constructed the new monastery from Quonset huts. For pictures of the life inside this monastery, similar to that described in Merton's book, turn the page.

← **PRAYING IN CHAPEL**, two monks clad in work clothes interrupt farm labor for scheduled service.



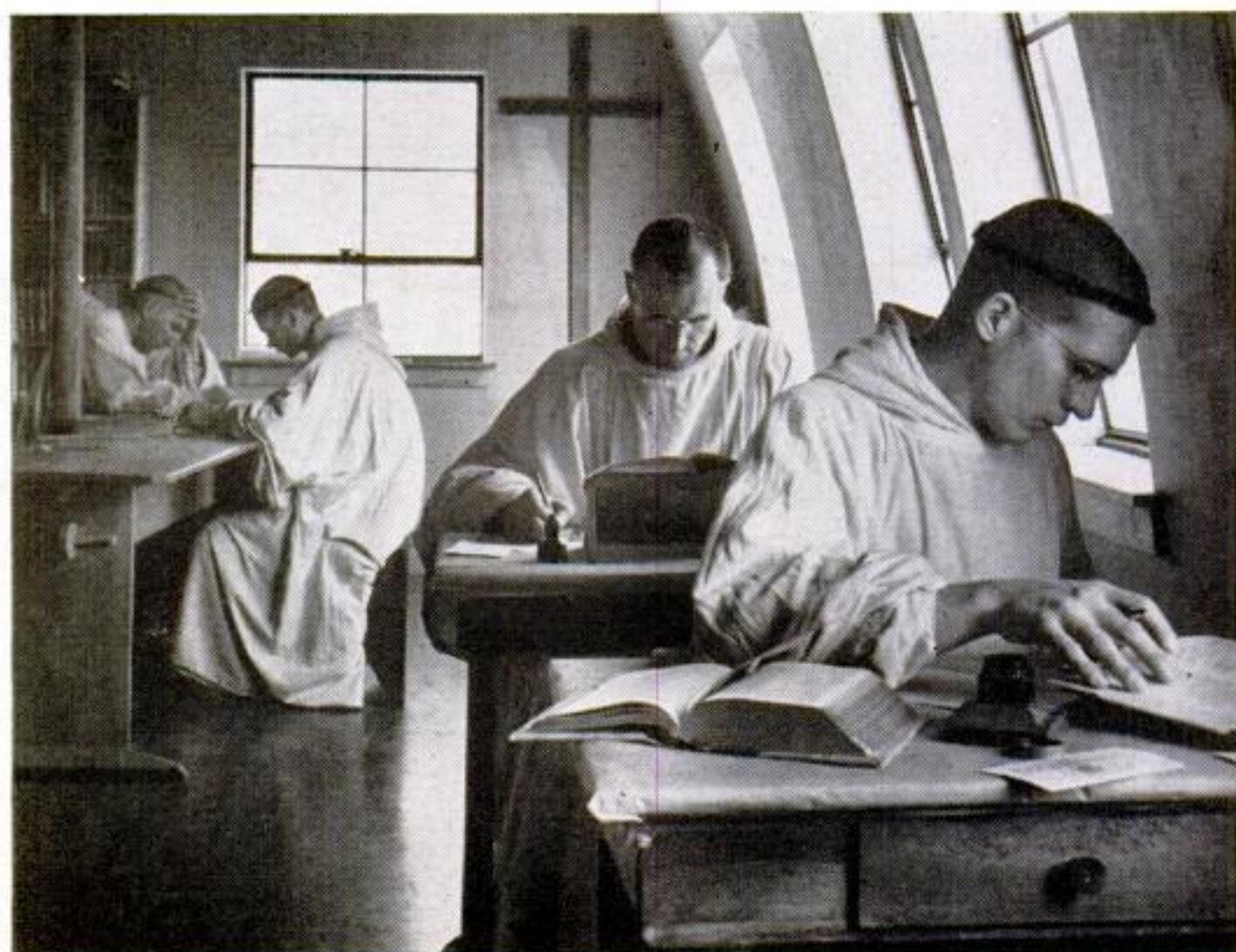
WHITE-ROBED MONKS MARCH FROM DINNER TO THE CHAPEL FOR PRAYERS



DAY BEGINS AT 2 A.M. WHEN MONKS GATHER FOR SERVICE IN THE CHAPEL.

MONASTERY DAYS ARE SPENT IN MEDITATION AND SILENCE

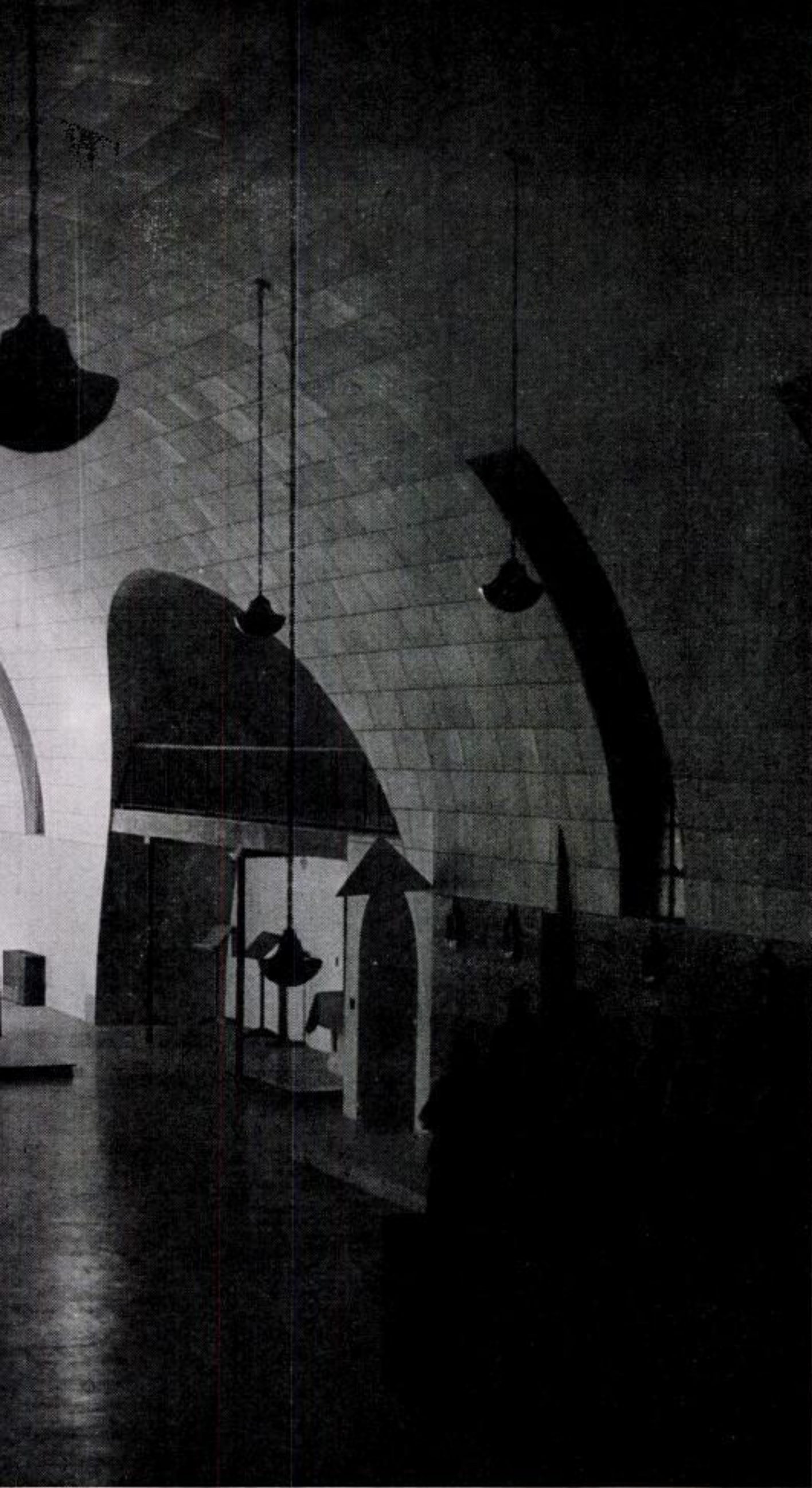
The 47 monks who now live at the monastery are divided into two groups: the lay brothers who wear brown habits and do most of the manual farm work, and the choir religious, a higher ranking group whose members wear white, do their share of manual labor but spend most of their time in religious meditation. Many are skilled in some trade which helps to make the monastery self-sufficient. All have renounced their worldly



IN THE LIBRARY white-robed members of the choir religious, who do most of the spiritual work, study their lessons in Greek, Latin, philosophy, theology.



SLEEPING QUARTERS are crude. Removing only shoes, the monks sleep on hard straw mattresses. Curtains draped over the partitions are dropped at night.



THREE HOURS OF PRAYER FOLLOW BEFORE A LIGHT BREAKFAST

connections. They gather several times a day in their chapel for Mass and prayer, and the rest of their time is rigidly scheduled into periods for study, sleep and meals. No one may speak at any time, except when consulting a superior. This has resulted in the invention of a simple sign language (*next page*) which the silent brothers sometimes use to brighten the quiet day with a quiet joke.



DINNER AT NOON consists of food grown on farm. A monk reads serious literature to others to ensure their contemplation even while eating.

CONTINUED ON NEXT PAGE

Quick and
Easy to
Install

A Panel for
Every Taste

THESE ARE THE Malarkey plywoods

VERTICAL
GRAIN FIR

REDWOOD

OAK

MAPLE

MAHOGANY

BIRCH

These beautiful and service-able plywoods are light, strong, versatile. They are *quality* panels, made better through the latest manufacturing and bonding processes. The fir and redwood come direct from great Pacific Coast timber stands. Other woods are drawn from the world's timber resources. For plywood you can depend on, the name to remember is Malarkey.

Modernize with
Malarkey Plywoods

Large, lightweight Malarkey panels are quickly installed, make attractive paneling, ceilings, built-ins. Easy to keep clean. Hundreds of outdoor uses. Malarkey flush house and cupboard doors available in matching woods.

Malarkey plywoods and doors are made by M and M Wood Working Company, Portland, Oregon, one of the world's largest plywood and door manufacturers.

All Malarkey plywoods are edge-branded with the M&M red diamond trademark.

M and M
WOOD WORKING CO.

Malarkey plywoods AND DOORS

Copyright 1949 M and M Wood Working Company

TUMS

*Remember TUMS
... or ACID INDIGESTION
HEARTBURN
may remind you!*

Always carry Tums! Handy as candy mints they relieve acid indigestion, gas and heartburn almost instantly.

EAT LIKE CANDY
TUMS
STOMACH DISTRESS

Handy roll 10¢
3-roll package, a quarter
To feel better, try one or two Tums after breakfast.

for the tummy

Tums present "THE ALAN YOUNG SHOW", every Tuesday night, NBC Network.

Your Wedding Party Gift Solution

Match-Mates

by Rumpp

MATCHING LEATHERS
MATCHING COLORS
MATCHING SMARTNESS

No question about it, it's the brightest gift idea of the year! Wallet and key case, perfectly matched in the same rich leather. Choice of styles for ushers or bridesmaids. Men's "Streamliner" Wallet, lock-seal constructed with no stitches at points of wear, \$5.00*. Ladies' Wallet with change purse and removable photo case, \$5.50*. Matching Key Case, detachable key hooks, \$3.00*. Look for the Rumpp trademark in leading stores.

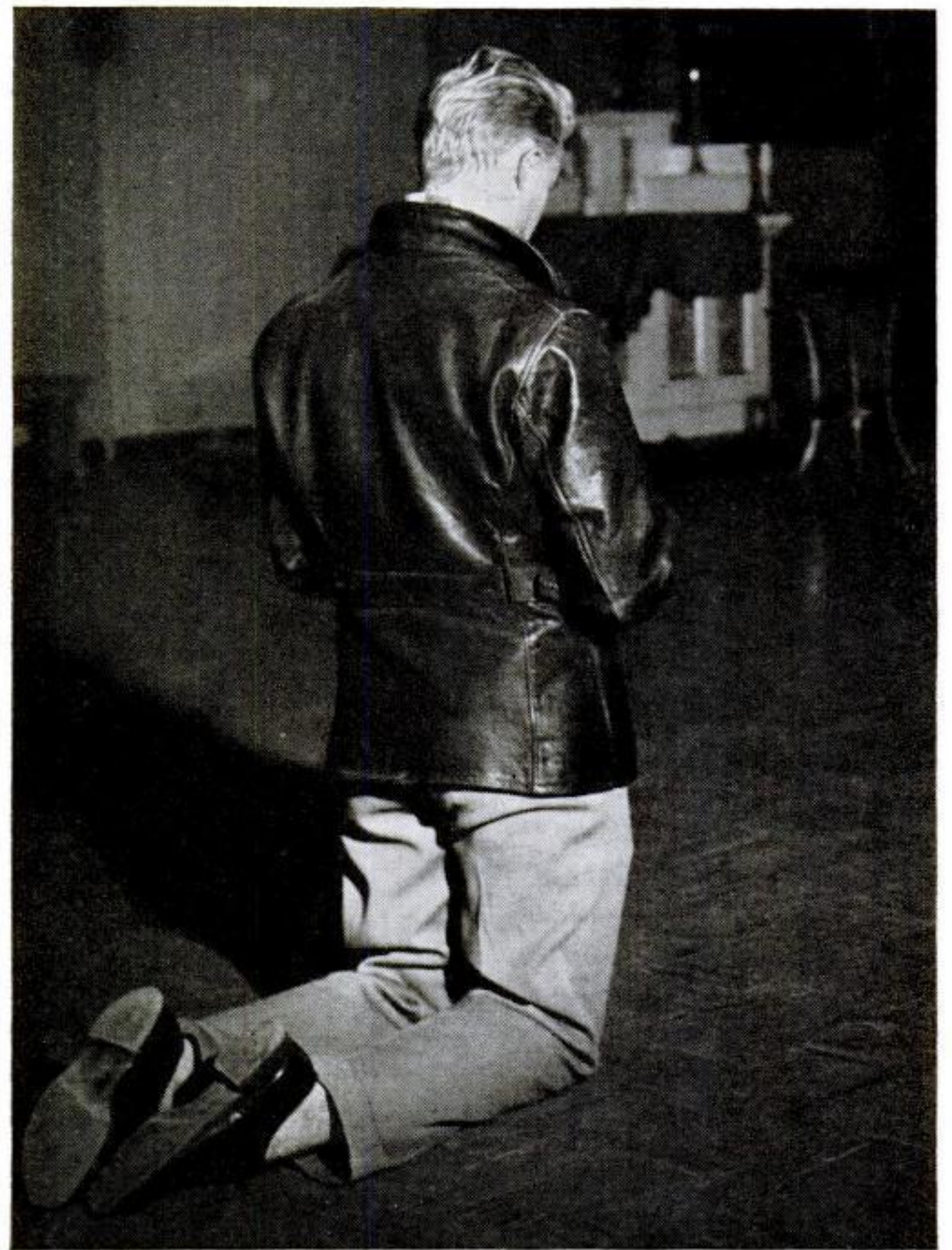
RUMPP
"The Sterling of Leatherware"

99th YEAR
OF LEADERSHIP

C. F. Rumpp & Sons
Phila. 6, Pa.

*Plus tax

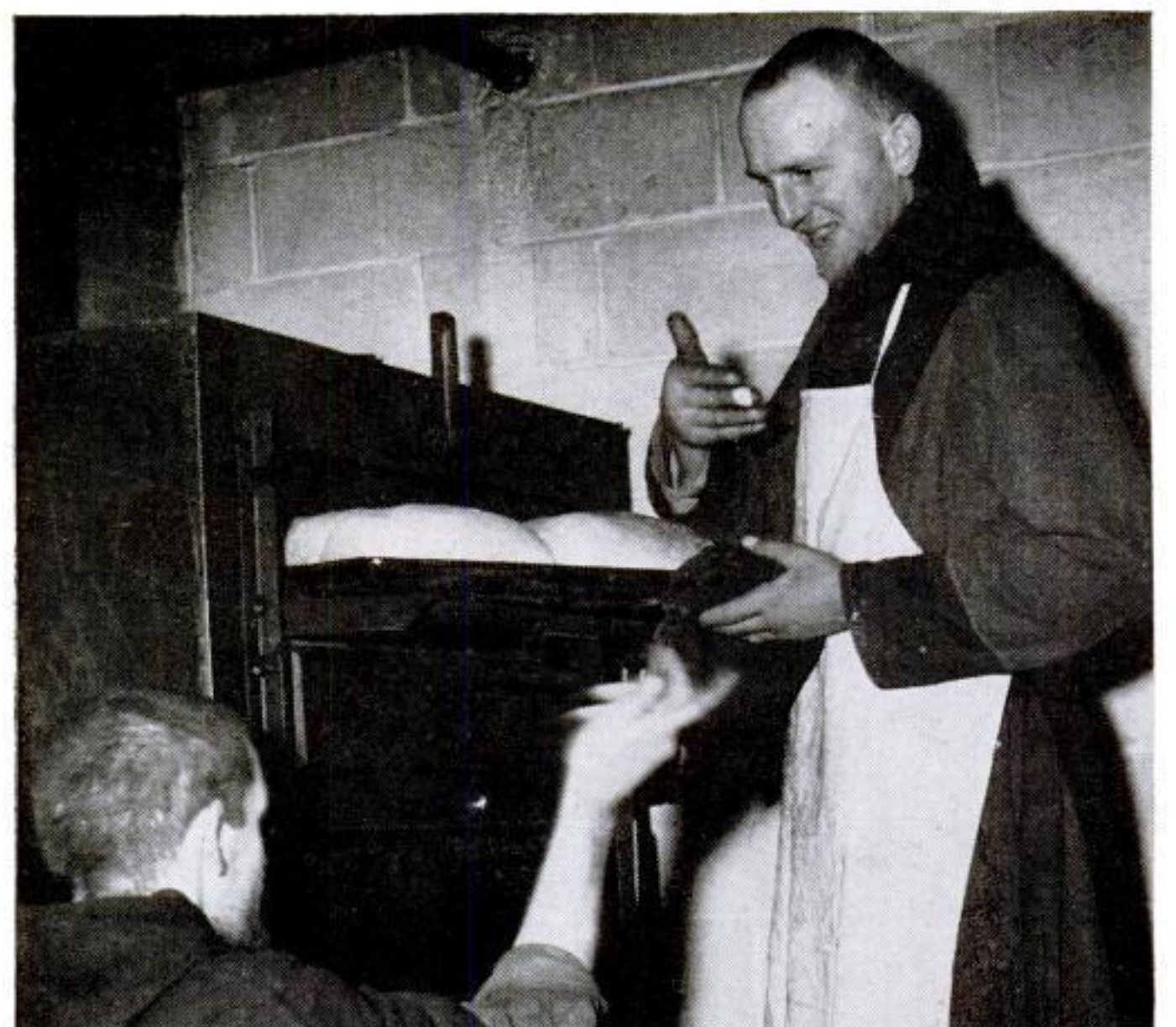
TRAPPIST MONASTERY CONTINUED



A YOUNG LAYMAN in his leather jacket kneels in prayer in the chapel. He seriously considered joining the order but he later changed his mind and left.

TRAPPIST ORDER IS GROWING

There are about 500 Trappist monks in the U.S. today. When the first group arrived from France in 1848 to found the Kentucky monastery there was some doubt that their strict monastic routine would catch on in the U.S. Since the last war, however, the Trappists have gained young veterans who turned to them for the peace and quiet they thought they would find at a monastery. There are now 12 veterans of World War II at the Utah monastery alone. But their escape from the outside world is not irrevocable. Even within the monastery walls a young man may decide that the unworldly life is not for him.



SIGN LANGUAGE is used by lay brothers in bakery. Monk on right has just passed hand from forehead to chin, meaning that the bread came out "good."

CONTINUED ON PAGE 90

Exclusive Du Pont Formula Makes Car Polishing Easy

OTHER DU PONT PRODUCTS TO KEEP YOUR CAR BEAUTIFUL



DU PONT SPEEDY WAX

made especially for new cars—and those fairly new. Cleans and wax-polishes in one easy operation. Gives a brilliant lustre quickly.



DU PONT "DUCO" CLEANER DU PONT "DUCO"-WAX

for protecting the finish and producing a lustre that will last for months. *First*, use the liquid "DUCO" CLEANER to remove traffic film and chalked pigment. It's quick, but easy on the finish. *Second*, apply the paste "DUCO"-WAX, which polishes easily to a beautiful, long-lasting lustre.



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new soapless detergent that speeds up car washing and makes manual drying unnecessary. Makes car washing a pleasure.



DU PONT TOUCH-UP ENAMEL

a brilliant black enamel for retouching scratches and worn spots on fenders, doors, etc. Can be used over lacquer, enamel, or metal.



DU PONT TIRE BLACK

a ready-mixed black dressing for use on tires, rubber mats, and running boards. Quickly dries to a "black satin" finish. Makes old rubber look like new.



DU PONT CHROME POLISH

cleans and polishes bumpers and chrome fittings quickly and safely. Excellent also for nickel, brass, copper, and stainless steel.



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with much less rubbing!*

DU PONT NO. 7 POLISH

CONTAINS "STROKE-SAVING" METHYL CELLULOSE



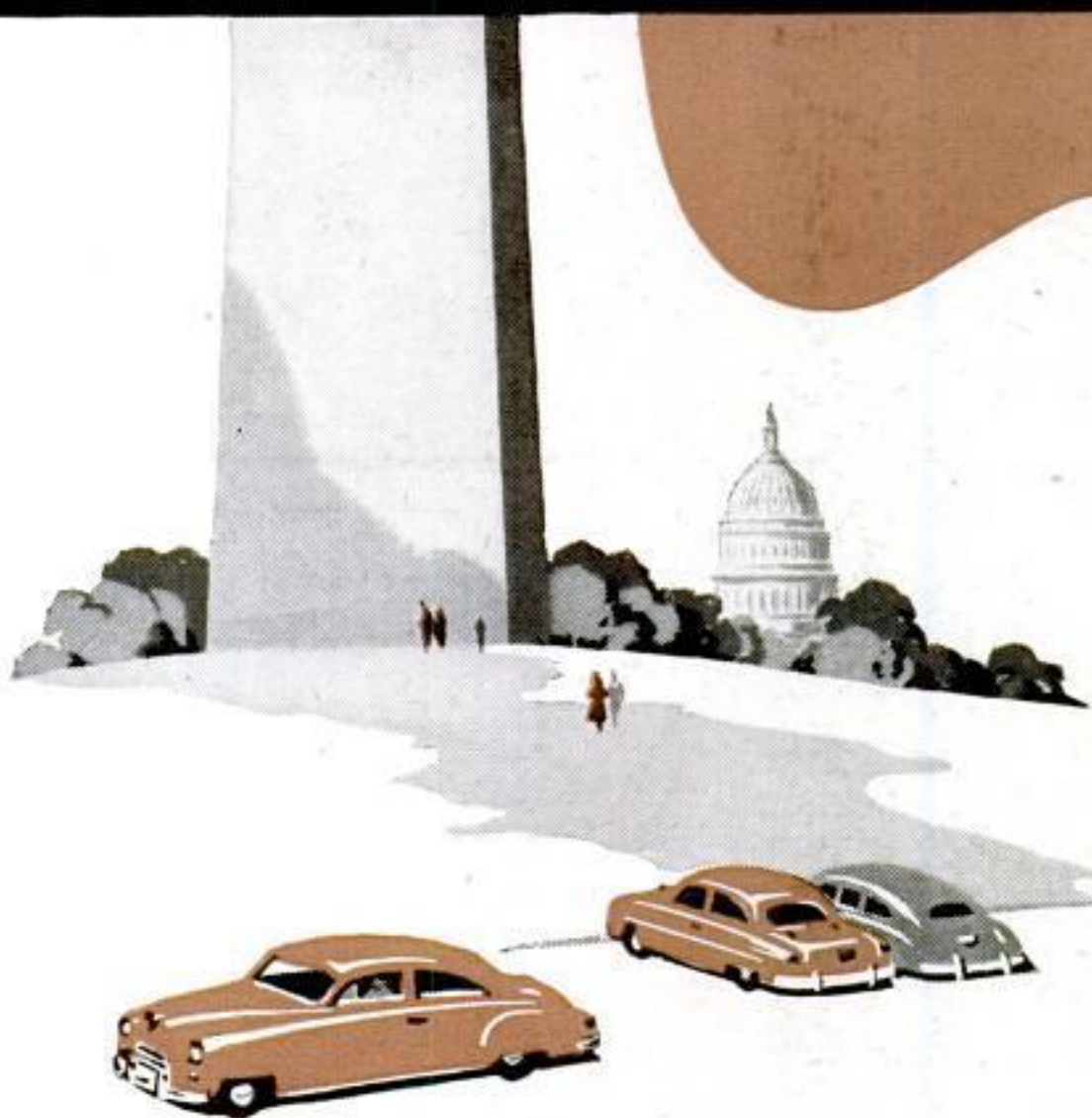
For a dry, brilliant shine with less work . . . in less time . . . use DU PONT NO. 7 POLISH. Quickly and easily, it removes dull traffic film . . . produces a glittering new lustre to the finish of your car.

"Stroke-saving" methyl cellulose . . . found only in this patented, exclusive formula . . . is an important ingredient of DU PONT NO. 7 POLISH! It accelerates the clean-up—helps to bring back the original color and sparkling beauty of the finish.

More and more car owners are finding that DU PONT NO. 7 POLISH is the fast, easy way to new-car beauty. Buy it . . . try it *once* . . . and you'll see why!

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100% PURE
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For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

TRAPPIST MONASTERY CONTINUED

MERTON LIKES MONASTERY BUT HE HAS RESERVATIONS



MERTON AS COLUMBIA STUDENT

The Seven Storey Mountain (Harcourt, Brace; \$3) by Thomas Merton (left) is a 429-page autobiography of a confused and tortured young intellectual who finally gave up what he considered a vain and lustful life to enter the Abbey of Our Lady of Gethsemani in Kentucky. He was born in France in 1915, where his father was an artist, and schooled in England. At the age of 19 he came to the U.S. to live with his grandparents. He surfeited himself with movies and burlesque shows, dabbled in psychoanalysis, toyed with communism while a student at Columbia, wrote bad novels and circulated among the noisy

nightclubs on New York's 52nd Street before he became thoroughly disgusted with himself and joined the Catholic Church. He heard about Gethsemani from a friend and went there first for an Easter retreat. He liked it so much that he finally returned to stay. There he handed over his fountain pen, cash and wristwatch and signed a promise not to sue the monks for back wages should he decide to leave. He was given the name "Frater Louis," and joined with the other monks in a life of prayer and work much like that seen on the preceding pages. His own particular job is to write pamphlets and educational literature for his Cistercian order, but he also does his share of manual labor (below).

He is still not certain that he has found the peace he wants. He writes in *The Seven Storey Mountain*, "It seems to me that our monasteries produce very few pure contemplatives. The life is too active. There is too much movement, too much to do. That is especially true of Gethsemani. It is a powerhouse, and not merely a powerhouse of prayer."

It was at Gethsemani that Merton wrote *The Seven Storey Mountain* as well as a book of religious meditation, *Seeds of Contemplation*. That bothers him a little too. "There was this shadow, this double, this writer who had followed me into the cloister. . . . He still wears the name of Thomas Merton. . . . He is supposed to be dead. . . . Maybe in the end he will kill me."

But for all the uncertainty and confusion and fear that had dogged him into the monastery itself, Merton is relatively happy.

"It is very quiet," he writes. "I think about this monastery that I am in. I think about the monks, my brothers, my fathers. There are the ones who have a thousand things to do. Some are busy with food, some with clothing, some with fixing the pipes Still others are fixing the tractors and trucks One of them says he can fix watches"

"When the bell rings in the steeple, I will stop typing and close the windows of this room where I work And I will take a book and walk up and down under the trees, if there is time.

"After that we will all go to choir, and it will be hot, and the organ will be loud, and the organist, who is just learning, will make a lot of mistakes But on the altar will be offered to God the eternal Sacrifice of the Christ to Whom we belong, and Who has brought us here together.

"Anybody who runs away from a place like this is crazy."



AUTHOR MERTON (left, on stack) joins haying crew on Kentucky Trappist farm for his share of outdoor work. He also writes pamphlets for monastery.



For 109 years in Canada, now a product of U. S. A., too.



Enjoy the full, delicious flavor of this light, bright, golden ale
... Let the jolly Red Cap remind you to call for Carling's.

Somewhere close by is a man who knows how to enjoy
a hobby and a wonderful glass of ale, too.

CARLING'S *Red Cap* **ALE**

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

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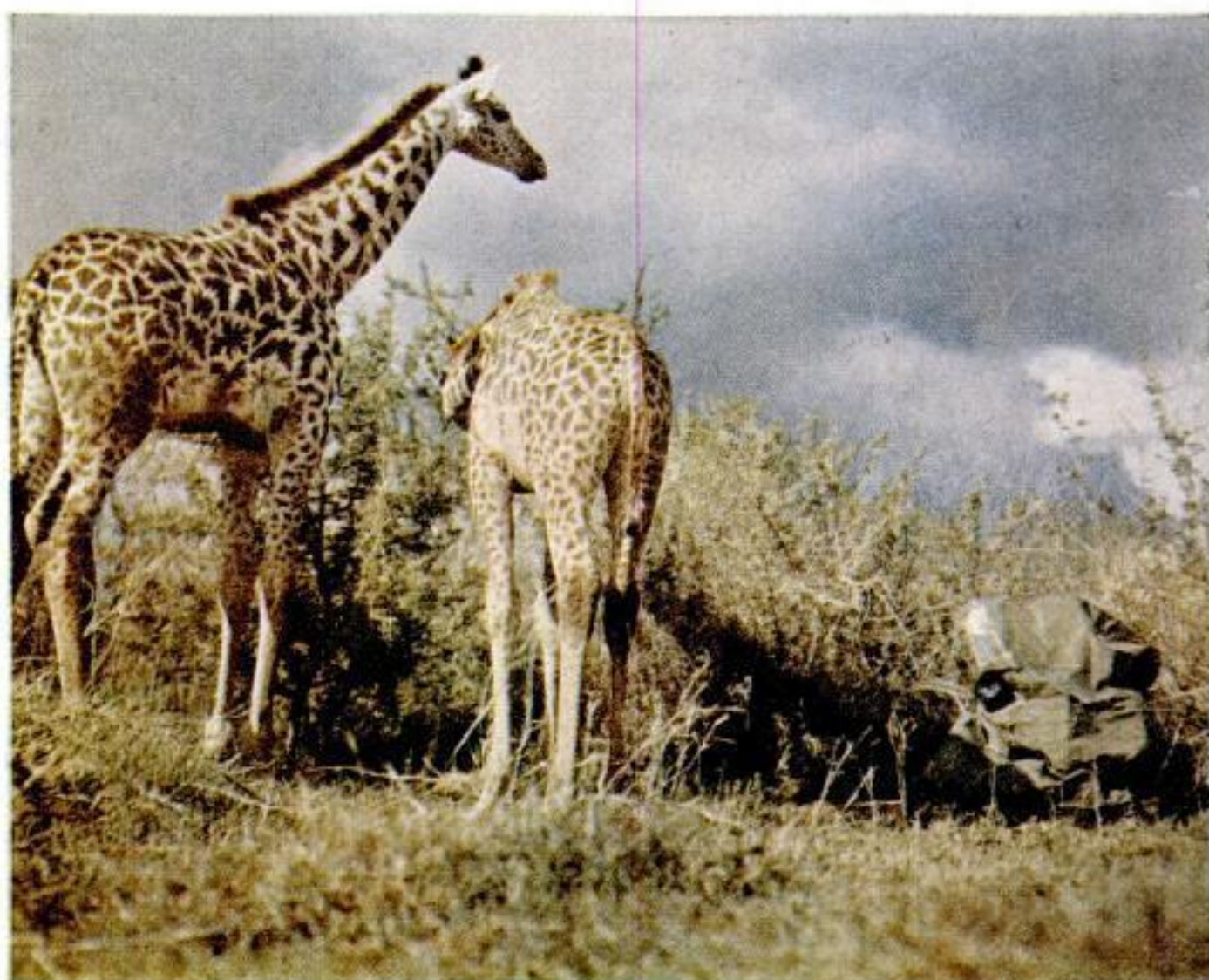
ATTILIO GATTI, leader of expedition, explains intertruck radio system to a couple of Masai warriors.

AFRICAN ANIMALS

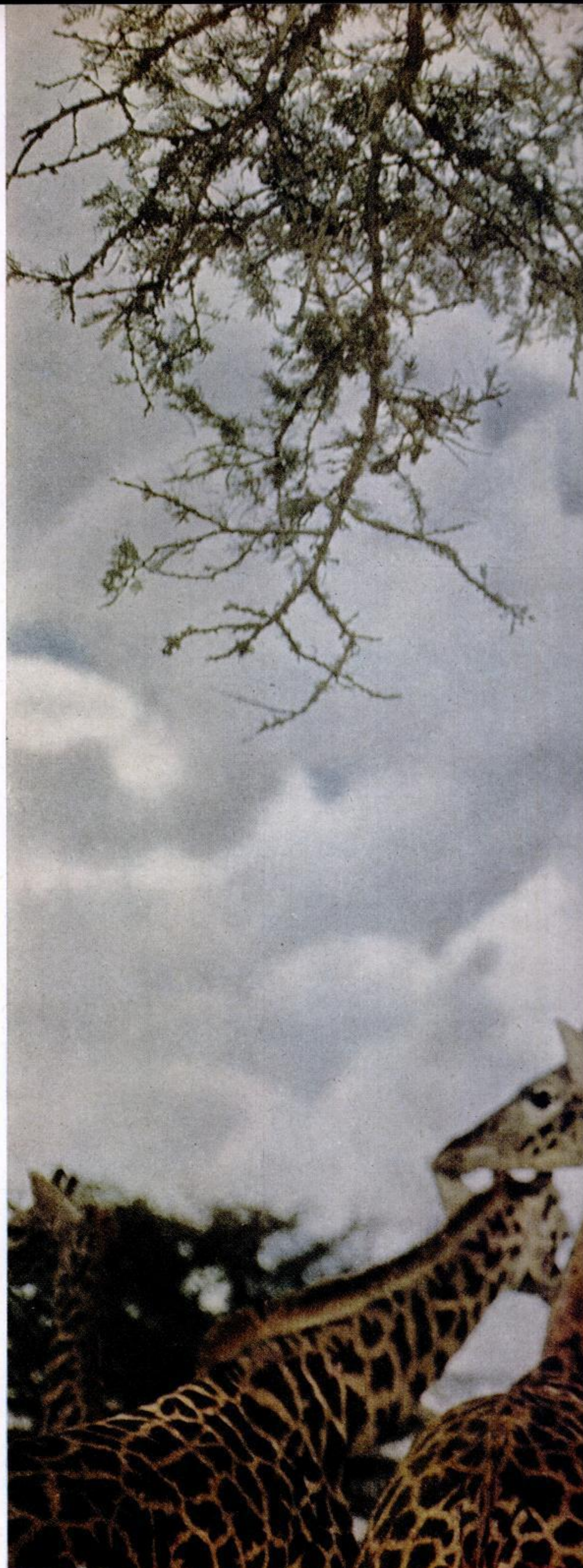
Hidden lens gets candid close-ups

Wild-animal pictures, perennial favorites of the reading public, are the most valuable by-product of professional exploration. So profitable is the sale of these photographic wares that the men who make a business of adventure go to extraordinary lengths to get extraordinary results—like the pictures shown on these five pages. The color photographs, taken by Explorer Attilio Gatti, are among the best ever to come out of Africa.

The purpose of Gatti's expedition was to test the long-range performance of radio equipment for The Hallicrafters Co., sponsors of his mechanized safari of trucks, trailers, station wagons, motorboats and a rolling darkroom, manned by nine white men, 80 natives and a private policeman. But as they traveled Gatti and his men took off in photographic pursuit of every feathered and leathery beast they met. Good pictures were hard to get. In the low marshes the men struggled through mud, pushing their cameras on floats. On the high plains they crawled through thorny thickets and teetered in the tops of trees. To photograph the timid giraffe they donned cloth sacks and crept close to their prey while Gatti, perched on a distant truck, whispered urgent directions by walkie-talkie—a coordinated maneuver which netted them the engaging candid shot at right.



HIDDEN PHOTOGRAPHER (*right*) creeps close by while giraffes, ignoring him, tranquilly crop the bushes. Cameras had to be padded to muffle the shutter click.



BROWSING GIRAFFES almost overshadow the camera as they stretch their 7-foot necks to reach the leaves of the thorny acacia tree, giraffes' favorite food.



These awkward, shambling animals are well adapted to survive on the grassy African plains because their marked hides are a good camouflage, and their eyes,

often 18 feet above the ground, enable them to see for miles. When attacked by lions, their chief enemy, they can deliver powerful blows with their forelegs.

CONTINUED ON NEXT PAGE



ON A STORM-THREATENED PLAIN zebras (*above*), wildebeests (*far right*) and a lonely hartebeest (*center*) wander peacefully together toward a distant water

hole. This picture was taken with a telephoto lens from top of a truck 200 feet away. If photographers had come any closer, the animals would have stampeded.





IN A PLACID LAKE pink European flamingos wintering in Africa wade stiffly through shallow water. The flocks, often gathering in numbers of 100,000 or more,

were easily frightened by explorers who had to crawl for days through poisonous mud and stagnant water before they could get close enough to photograph them.





RED-EYED flamingo keeps a sharp lookout as it picks at its neck with its monstrous bill. In shallow water, where these birds always feed, this strangely curved beak is used for gathering up crustaceans and other kinds of lake life.



BLUE-EYED crowned crane displays its bright coloring and bristle of head feathers. Unlike flamingos, cranes feed on grassy plains, where head feathers help to disguise them. In some parts of Africa natives regard them as sacred.



"Haven't seen such values in Father's Day gifts for years!"

Says Mr. Paul D. Sowell,
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How can TruVal then take these luxury materials and give
them such detailed, custom-type tailoring? — *And then sell
this fine TruVal sportswear at prices way below what men
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power — ever-increasing acceptance and sales. That's why
TruVal always gives you more value per dollar!
See your neighborhood TruVal dealer today for the finest quality
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Actual photo of two TruVal sportshirts
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Soft rayon fabric. Hand-washable.
Luxurious custom-type tailoring.
Choice of white or eight smart new colors.
Colors remain fresh after many launderings.
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Cut fully for complete ease and comfort.



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mer weights in crepes
and open weaves. Reg-
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Also tailored sleep
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IN THE BROAD JUMP BRYAN'S FACE SHOWS THE STRAIN OF NEARLY TWO HOURS OF RUNNING AND JUMPING. HIS BEST LEAP, 23 FEET 11 INCHES, TOOK SECOND

"IRON" BRYAN

Stanford's amazing five-event star
is almost a track team by himself

"You only need one more like him and you've got a track team." This awed comment by a rival coach indicates the respect West Coast track men hold for Gaylord ("Iron") Bryan of Stanford University. Bryan is a 6 foot 1 inch junior who competes in five events during a two-hour track meet and who has averaged 19½ points in Stanford's six meets this year. His most satisfying performance took place May 7 at Berkeley, where he scored 23 points to lead Stanford to a 74 to 57 victory over

the University of California. Bryan started off by winning the high jump, then took first in the 100-yard and 220-yard dashes and in the low hurdles (*below*). The best he could do in the broad jump (*above*) was second, but his admirers were inclined to excuse that. Bryan, who became an iron man because Stanford teams are perpetually short of manpower, thinks he has an advantage over tense one-event specialists. "I don't get tied up in knots before a race," he says. "I never have the time."

AS BRYAN WINS THE 220-YARD LOW HURDLES, LAST EVENT ON HIS SCHEDULE IN CALIFORNIA MEET, HE TURNS HEAD TO SPOT OTHER RUNNERS LEFT FAR BEHIND



CONTINUED ON PAGE 101

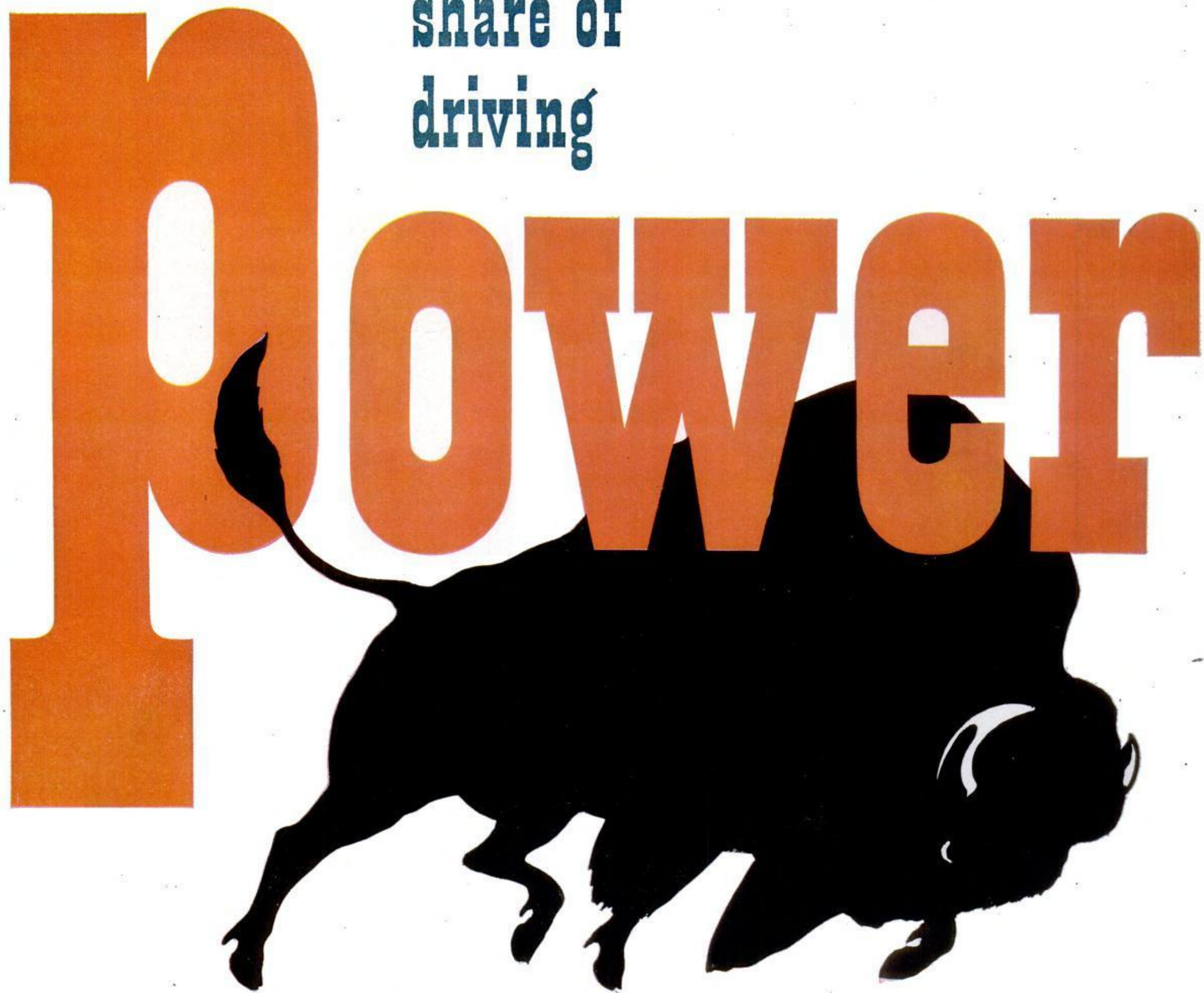
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Use Havoline—it keeps engines that way

Free the power that's under the hood — keep your engine clean! Use Havoline Motor Oil — its exclusive lubricant formula keeps motors free of carbon, grime and sludge that take the edge off performance. Remember, a clean motor delivers more gas-miles, *more power*; saves you costly overhauls. So give your engine Havoline care. Ask for Havoline today from your Texaco Dealer, *the best friend your car ever had*.

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TUNE IN... TEXACO STAR THEATER every Wednesday night
starring Milton Berle. See newspaper for time and station.



"Iron" Bryan CONTINUED



HIGH JUMP is won easily by Bryan when he clears 6 feet 4 inches on first attempt. Nobody else jumped this so he quit to save strength for other events.

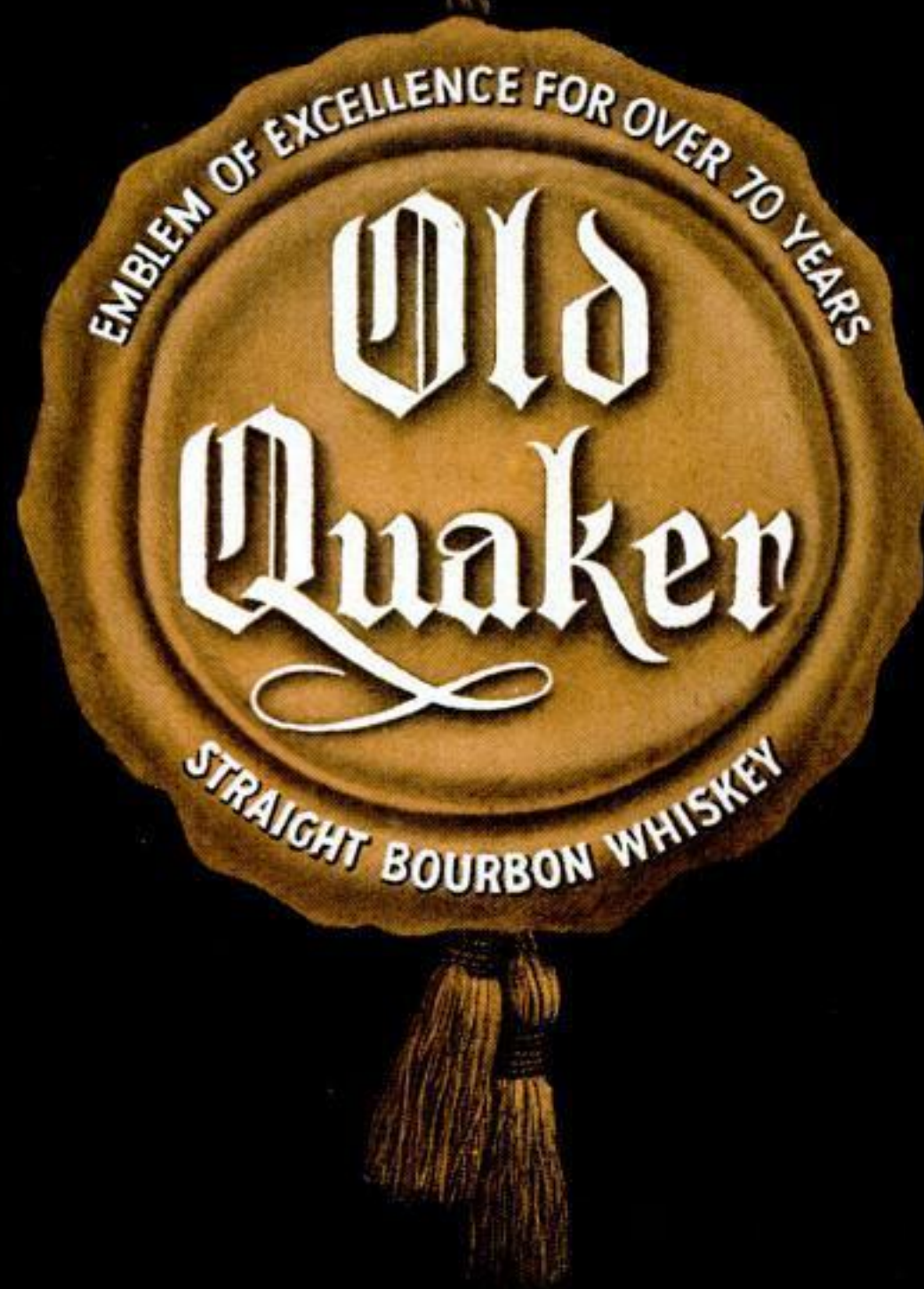


220-YARD DASH is also won easily as Bryan breaks tape well ahead of two rivals in fast time of 21.1 seconds. He never tried the sprints until this spring.

CONTINUED ON NEXT PAGE

Old Quaker

A BARREL OF QUALITY IN EVERY BOTTLE



**STRAIGHT
BOURBON
WHISKEY**

MELLOW WITH AGE

A BARREL OF QUALITY
THAT DOESN'T COST
A BARREL OF MONEY



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adorned with dashing new Aristogram initials. Skilfully
hand-crafted in gleaming gold finish, they lend a proud and proper
personal touch to this popular SWANK creation. \$2.50

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June 19th



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"Iron" Bryan CONTINUED



CHANGING SHOES, Bryan prepares to switch from jumping to running events. Jumping shoes have heel plates to keep him from getting stone bruises.



RESTING, he awaits call in 100-yard dash. Bryan sees nothing remarkable in his performance, saying, "I get a kick out of it. Also, we need the points."



BRYAN'S PARENTS (center) leave field with him. His father was a broad jumper and a 9.7-second 100-yard dash man at Doane College 27 years ago.







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Right and ready
for tempting meals



Meat as a Source of Protein, B Vitamins and Iron

ALL RATINGS
BASED ON
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KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
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 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
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 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
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All meats also contain the minerals copper and phosphorus in significant quantities

You knew meat was good...
but did you know it was this good?

Something for everyone here—the goodness of meat, flavor, color, variety. Something for everyone, too, in the nourishment *all meat* provides—*complete* protein with *all ten* of the amino acids you must get *at the same time* to do the best body-building job—and essential vitamins, minerals. The chart on this page tells the facts. Did you know meat was *this* good?



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Mae West

AMERICA'S FAVORITE HUSSY COMES BACK AGAIN AS "DIAMOND LIL"

Last February when Mae West, with her hips rocking like buoys in a high sea, swept on stage in a Broadway revival of *Diamond Lil*, first-nighters stopped the show dead and clapped for five minutes. It was about the biggest ovation for any actress since the farewell tour of Sarah Bernhardt. It was also the biggest milestone in Mae's career since 1927, when she was hauled off to jail for "corrupting morals" in a drama she wrote called *Sex*. In the years between *Sex* and *Lil*, Mae has earned more than \$3 million from plays, movies, Mae West dolls, cushions and a novel she wrote all by herself. But Mae has also become transformed from a gaudy little actress into a full-fledged American symbol, as beloved and indestructible as Donald Duck. Her opening-night homage was paid not to Mae the woman, but to Mae the symbol.

Despite her unswerving loyalty to sex, Mae is not exactly a Love Goddess. She is a razzle-dazzle priestess of sexy, barroom humor whose sayings (*below*) have become part of the nation's folklore. Psychologists have called her an expression of the American libido. What Mae called the psychologists is not recorded. Back in the late 1920s, when she acted in modern dress, Mae was denounced as a menace to public morals. But with the help of Hollywood, which filmed her as *The Belle of the Nineties* and a half dozen other overdressed hussies, she has wisely made herself into a period piece. When Mae jumps into a golden swan bed, as she did in her original *Diamond Lil* (*above*), she is as harmless as a barbershop quartet.

At 55 Mae is handsomer than ever. She never could act worth a hill of beans, but she has acquired great style. Her show closed because Mae broke her ankle, but it was scheduled to reopen May 21. For highlights in the life of Mae the woman, turn the page.

MAE'S FAMOUS SAYINGS ARE PART OF NATION'S FOLKLORE

ON HOSPITALITY: "C'm up and see me sometime."

ON HUMAN NATURE: "I used to be Snow White but I drifted."

ON LIFE: "It's not the men in my life, but the life in my men that counts."

ON GOODNESS: A young girl looked at Mae's diamonds and gasped, "For goodness' sake!" Mae replied, "Goodness had nothing to do with it, honey."

ON HERSELF: "I can do more with my voice and eyes than another woman can do turning herself inside out."

ON THE STORK: "That guy's no good. His mother should have thrown him away and kept the stork."

ON SOLITUDE: "I must have a moment or two to commute with myself."

ON HUNGER: "Beulah, peel me a grape."

ON ART: A Hollywood statistician found that Mae had the same dimensions as the Venus de Milo. Mae said, "I've got it on her. I've got two arms and I know how to use them. Besides, dearie, I'm not marble."

ON GEOMETRY: "A curved line is the loveliest distance between two points."



IN "CATHERINE WAS GREAT" SHE MADE RUSSIAN LOVE



IN "KLONDIKE ANNIE" SHE WAS A VIRTUOUS JADE



IN "I'M NO ANGEL" SHE WAS A HONKY-TONK DANCER

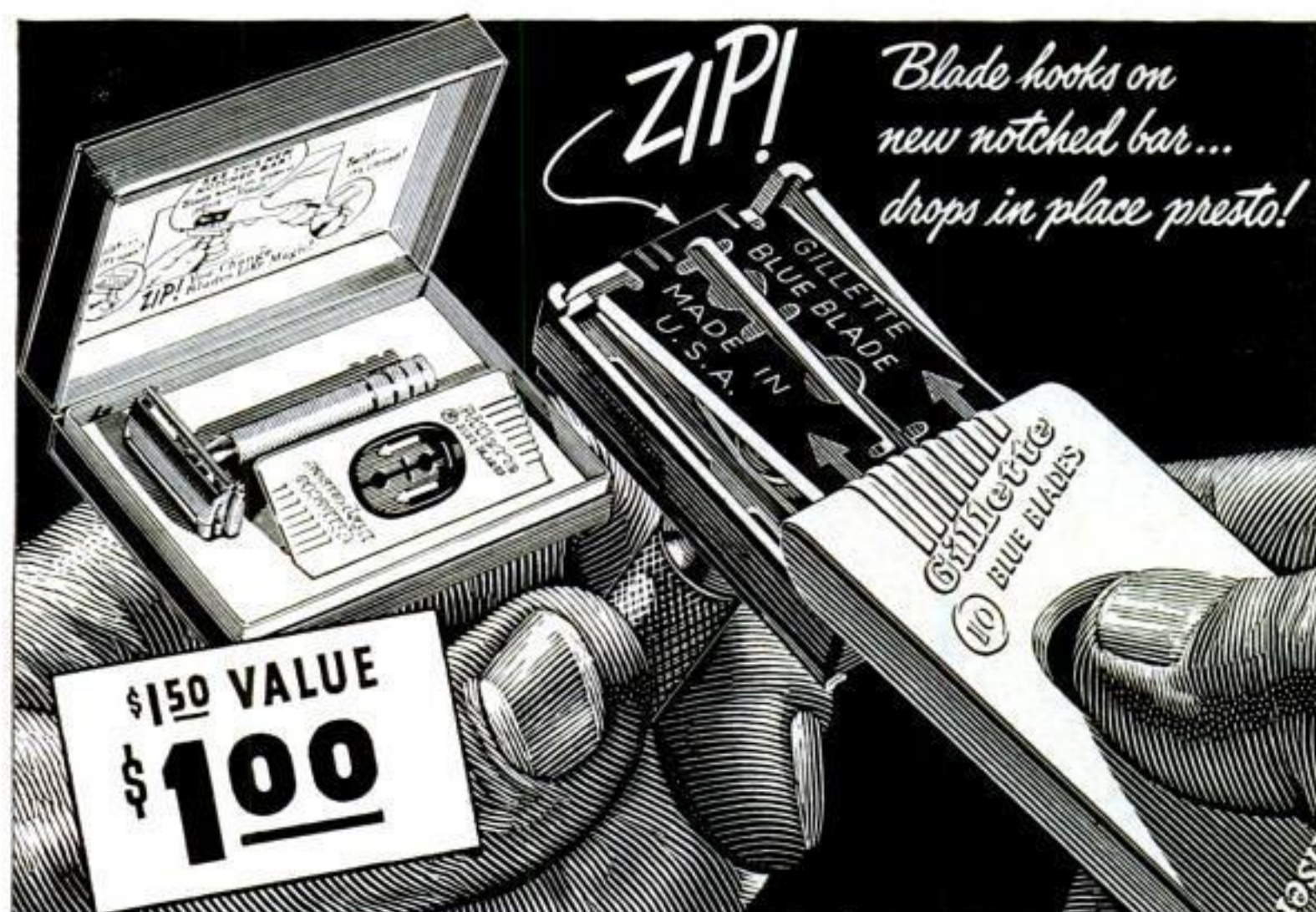


IN "LITTLE CHICKADEE" SHE BESTED TRAIN ROBBERS

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● Now, without risking a cent, try the ultra-modern Gillette Super-Speed Razor that changes blades *presto* and combines superior shaving performance with double-edge economy! Buy this one-piece razor, including a 10-blade Gillette Dispenser, at any nearby store for *one dollar*. Shave with it until you have used two blades. If it isn't the easiest-shaving and handiest razor you've ever owned, Gillette pays you two dollars—*double your money back!* Just return razor and unused blades, with letter of explanation, to Gillette Safety Razor Co., Boston 6, Mass., by July 31, 1949.

Mae West CONTINUED

"SEX" SENT HER TO JAIL



EARLY ROLES for Mae started out demurely when as a child she acted Little Eva. By 1918, in an Ed Wynn show (above), she was a chorus girl.



MAE'S HUSBAND, Frank Szatkus, held her on a moon in 1911. After 30 years' separation he sued for support. She claimed marriage was "kissless."



"SEX," a play of Mae's own authorship, featured her in this torrid scene in a Trinidad brothel. After nearly a year's run on Broadway the play was raided by police during a clean-up drive and Mae was sent to jail for "corrupting the morals of youths." She indignantly defended her production as "educational."



ON TRIAL for *Sex* with members of the show's company, Mae (left) heard herself sentenced to 10 days in prison on Welfare Island and a fine of \$500.



FAREWELL TO WELFARE after her prison stretch was marked by a warm handshake from warden, who said Mae was "a wonderful person."



RETURNING IN TRIUMPH to Welfare Island, Mae explained prison life to a group of New York society women who were representatives of a charity committee. Mae points proudly to the "pie wagon" in which she once rode. Later it was estimated her *Sex* arrest was worth a million dollars in publicity.

[CONTINUED ON PAGE 108](#)

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**AND
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RESULTS WILL AMAZE YOU

What's back of the miracle of cleaning with GLASS GLOSS? Months of research, hundreds of comparisons by housewives like yourself! Bon Ami experts, noted for the finest in cleansers, demanded that GLASS GLOSS be better—be the *finest*—before it could carry the famous trademark of the chick that "hasn't scratched yet."

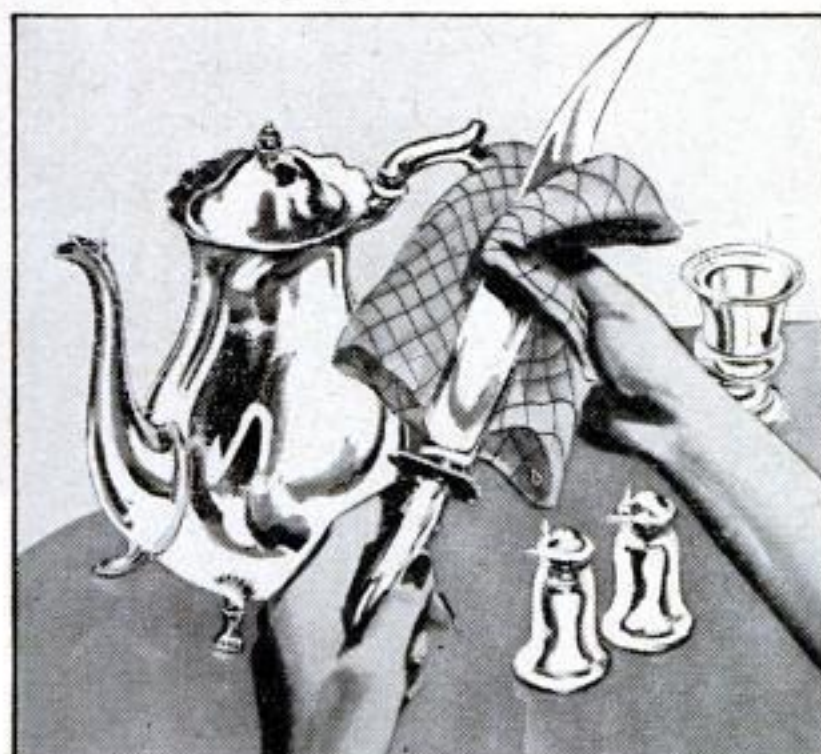
And GLASS GLOSS *is* better! Watch it bring matchless brilliance to dirty glass, tarnished silver, discolored tiling. Any smears and streaks? NO! Any hazy after-cloudiness? NO! GLASS GLOSS cleans in a hurry—*outshines* all other cleaners—leaves a high polish that resists dirt—and protects the finish!

SAVES WORK—AND MONEY!

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NOW AT YOUR GROCER'S

SILVER SHINES IN SECONDS! No hard rubbing. No tussle with tarnish. Absolutely safe. Great for chromium, nickel, other metals, kitchen appliances, too. And the high gloss lasts!



GLASS SPARKLES AS NEVER BEFORE! Just wipe on—wipe off. In no time at all your windows, mirrors, auto windshields, glass shelves and tabletops are crystal-clear, brilliant, spotless!

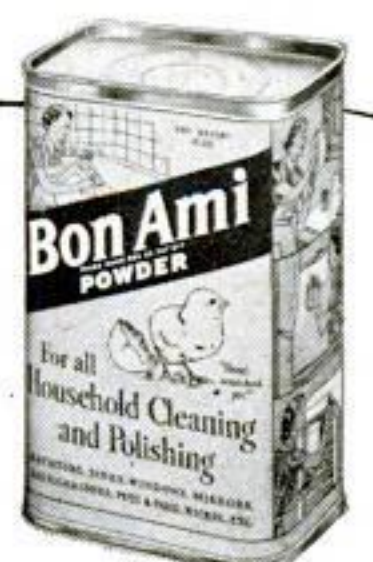
STARS 7 WAYS

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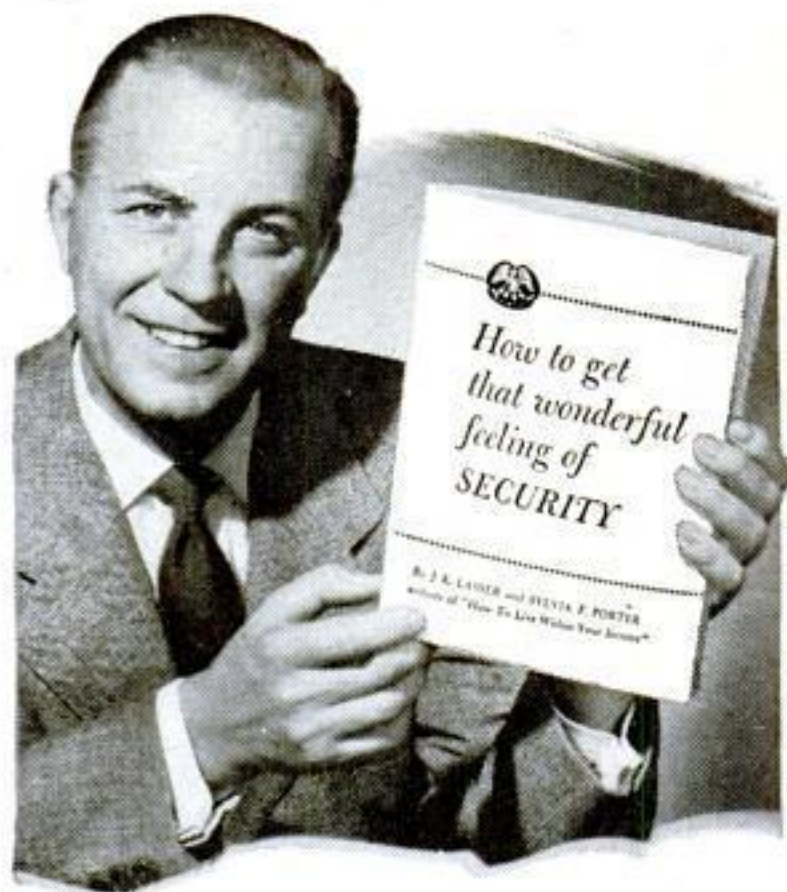


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Mae West CONTINUED

SHE GETS RICH AND IMMORTAL



MAE'S MATCH was met in the movie *My Little Chickadee*, when she was wooed by W. C. Fields as a hair-oil salesman. Hollywood expected the meeting of these two great masters of hokum would produce fireworks, but they both respected each other's gifts, got on together as smoothly as peaches and cream.



MAE'S STATUE of herself in marble stands in her home in Hollywood. She ordered it from Sculptress Gladys Lewis Bush, who carved it from life.



MAE'S GEMS, valued at \$500,000, include admirers' gifts. She was once robbed by a man who claimed he was paid by another to commit the theft.



MAE'S IMMORTALITY was assured when British Royal Air Force gave name "Mae Wests" to their bulging life jackets, which were also used by U.S. fliers. Said Mae proudly, "It makes me feel like I started a second front of my own." Above: she poses in Hollywood with two happy RAF boys in Mae Wests.

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**YOU SEE THE PICTURE
BEFORE YOU TAKE IT!**

So simple to use . . . just look in the large reflex finder at the top, frame your image—and click! No fuss, no bother—no adjustments or focusing. New improved silver electric contact points assure perfect pictures day or night, indoors and out. 12 big prints size 2 1/4 x 2 1/4 with each no. 120 film. Complete with shoulder strap. At \$998 tax incl. Flash Attachment \$3.50 additional. Carrying Case \$3.

There's a Spartus Camera to suit your needs!



All Prices Include Fed. Tax

SPARTUS - the Easy Way to Better Pictures!

RELIEF from discomfort of ACID INDIGESTION CONSTIPATION SICK HEADACHE DULLNESS

due to ordinary sluggishness



Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick! You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take

Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!

Take Good-tasting **ENO**

Bright Colors afoot

in round-the-clock casuals

Color—splashed merrily, fresh as spring flowers, fashionable as a Paris opening. No wonder women prefer and insist upon Summerettes by Ball-Band—beautiful to look at, beautifully fitting, long wearing casuals. You'll find this eye-appealing assortment with their famous Duo-texture platforms and Air-lite soles—in complete wardrobe varieties—at better shoe and department stores everywhere. Don't delay too long.

LUCILLE BALL, star of Paramount's forthcoming hit, "SORROWFUL JONES," has found the flattering comfort of Summerettes. Her kitchen hours are brighter for PASADENA bouclé braid casuals in cockatoo colors.



Indoors, outdoors . . .

SHANNON . . . its sparkling sheen, teams up with crisp piqué, chambray, starched linens and rough cottons.



Sunning or Shopping . . .

VERONA . . . the uncluttered simplicity of this monk's cloth casual makes it perfect for gingham, plaids and prints.



Afloat, or On Shore . . .

SARASOTA . . . in thick contrasting cotton straps . . . spice your costume with color.

Summerettes

Summerettes for every daytime occasion

TRADE
MARK

by Ball-Band, Mishawaka, Indiana

Reg U S Pat Off 1901

Smooth . . .

CALVERT RESERVE MANHATTAN

Nothing so marvelously smooth
as this long-time favorite—a
Manhattan made with mellow
Calvert Reserve!

Pour 1 part Vermouth (half
sweet—half dry) and 2 parts
Calvert Reserve over the ice
in a mixing glass. Add a dash
of bitters.

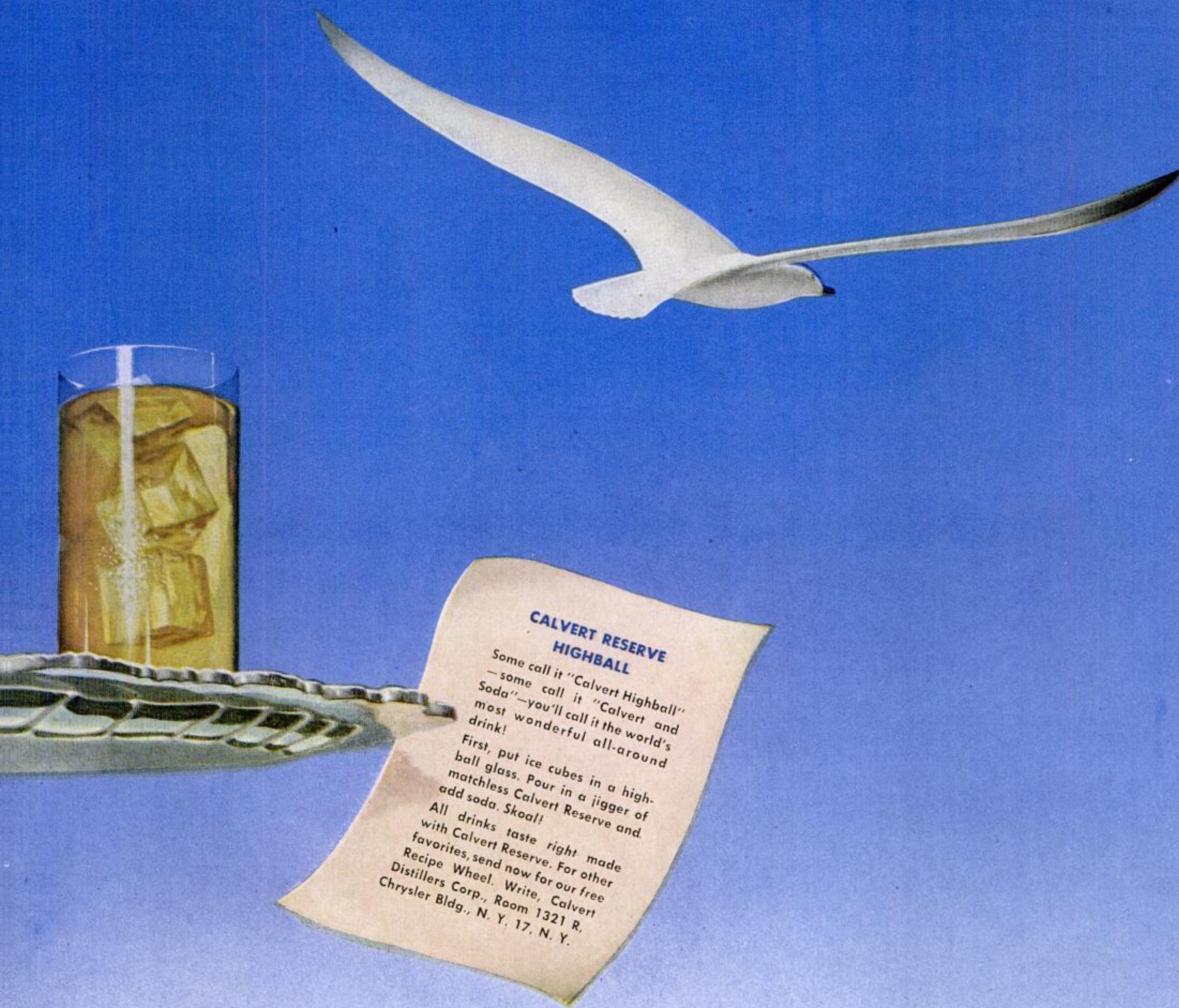
Stir—do not shake—and strain
into a chilled cocktail glass.

Add cherry, if you like. Mmmm!

No wonder thousands have
switched to Calvert Reserve
for better tasting drinks! •



CHOICE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



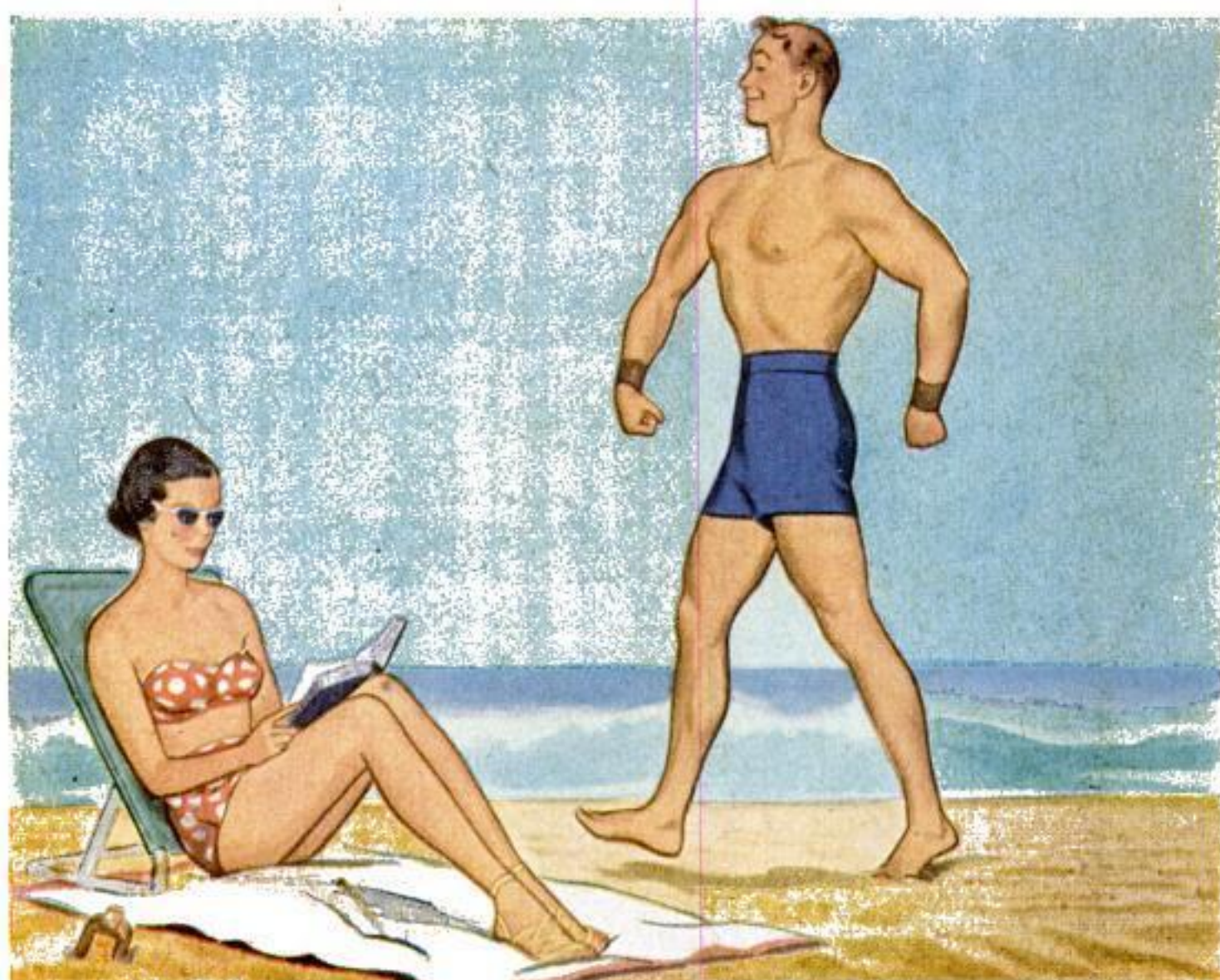
**CALVERT RESERVE
HIGHBALL**

Some call it "Calvert Highball"
—some call it "Calvert and
Soda"—you'll call it the world's
most wonderful all-around
drink!

First, put ice cubes in a high-
ball glass. Pour in a jigger of
matchless Calvert Reserve and
add soda. Skoal!

All drinks taste right made
with Calvert Reserve. For other
favorites, send now for our free
Recipe Wheel. Write, Calvert
Distillers Corp., Room 1321 R,
Chrysler Bldg., N. Y. 17, N. Y.

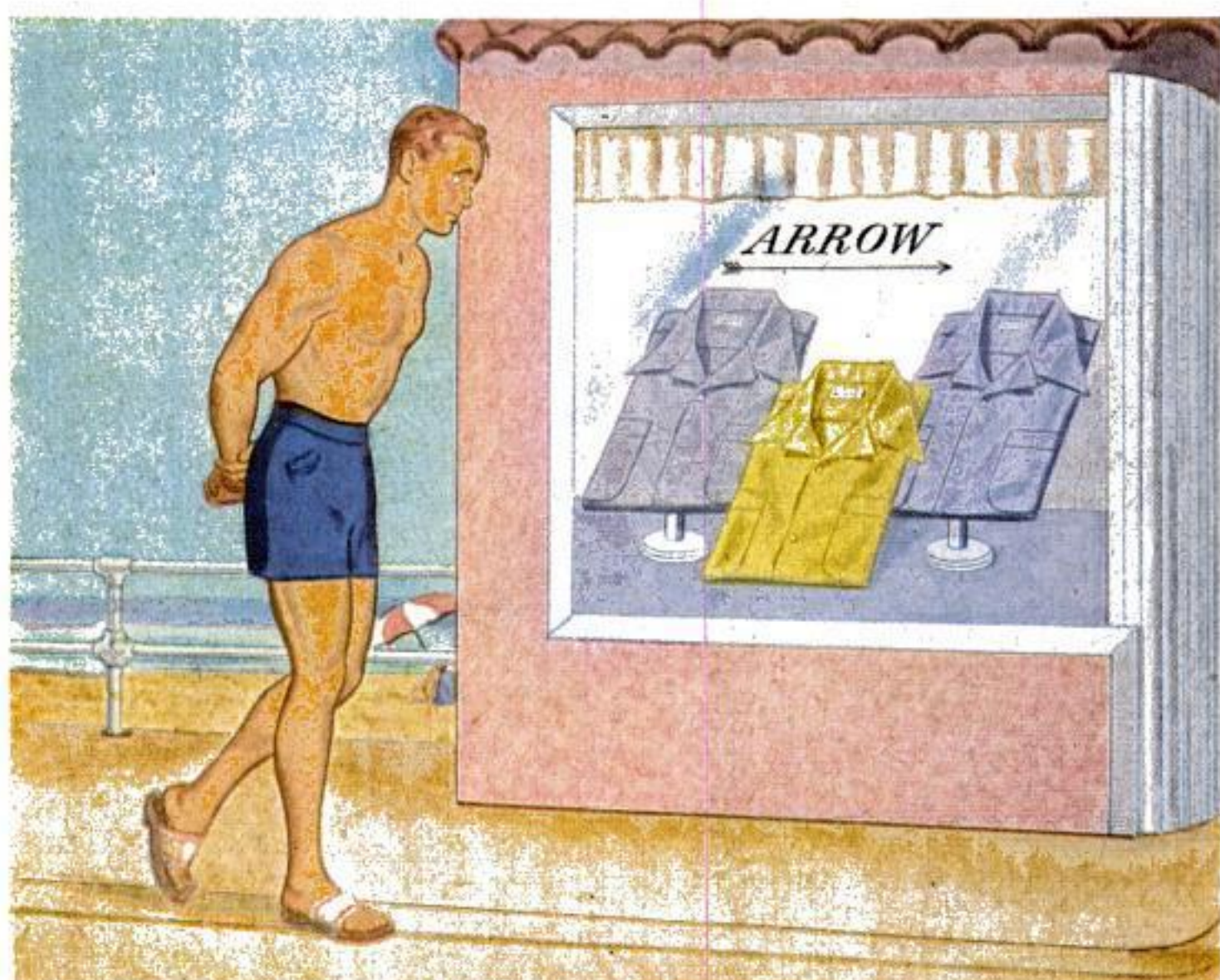
SWITCH TO CALVERT RESERVE



1.



2.



3.



4.

IS THIS FAN-TAS-TIC? Not at all, my dear fellow! Not when the Sports Shirt is an Arrow PUNJARA!

So lustrous, luxurious, and silky-to-the-touch are these stunning sports shirts (made of a royal rayon) that they are well-nigh irresistible. They're even WASHABLE . . . will not shrink or stretch out of fit! (Thank the Sanforset label for this!)

In six pastel colors, and white. Short sleeves, \$5.00. Long sleeves, \$5.95. See them—buy them—at your nearest Arrow dealer's!

ARROW Punjara Sports SHIRTS

Cluett, Peabody & Co., Inc., Makers of
Arrow Shirts • Ties • Handkerchiefs • Sports Shirts • Underwear



P. S. The things that go best with Punjara (next to yourself!) are those stunning Arrow Ties. \$1 up.



SURROUNDED BY HIS STOCK OF UMBRELLAS, SALESMAN ROBERT BROOKS READS HIMSELF TO SLEEP IN A SAMPLE ROOM AT THE HOTEL STATLER IN ST. LOUIS

TRAVELING SALESMAN

THE PARTY IS OVER AND HE IS NOW HUSTLING FOR HIS COMMISSION

Four times a year, rain or shine—although he does not care much for shine—Traveling Salesman Robert Brooks swings through the Midwest selling umbrellas for L. P. Henryson Inc. of New York. He works the big department stores, dealing with buyers who make purchases in gross lots. He makes \$10,000 a year. He dines in the best restaurants and stays in the best hotels—although he is frequently crowded into a corner by his wares (above). He is one of the top-bracket men among

the three million "outside" salesmen now ranging the U.S. In theory, therefore, Brooks has an easy life. But in fact he has not.

Salesman Brooks is the man to whom "buyers' resistance" is much more than a phrase. In recent months it has become as solid as a brick wall, and it is Brooks who must surmount it. He and his fellow salesmen are now working harder than they have in 10 years. Their day has returned, and columns of "Salesmen Wanted" ads can be found in every

big newspaper from New York to San Francisco.

To watch Salesman Brooks at work, LIFE sent Photographer Cornell Capa with him on his spring tour. The record of his trip shows that Brooks is something more than the salesman characterized by Pulitzer Prize Playwright Arthur Miller as "a man way out there in the blue, ridin' on a smile and a shoeshine." Brooks is also a student of his own and his customers' businesses, a psychologist and in a sense an artist. He earns every penny he gets.



IN CINCINNATI BROOKS TAKES ORDERS FROM BUYERS HE HAS LURED INTO HIS HOTEL TO LOOK AT SAMPLES



IN INDIANAPOLIS HE WAITS HALF HOUR FOR BUYER

"THE BUYERS ARE

When Salesman Brooks began his tour of the Midwest, his object as usual was to sell umbrellas. But also as usual, he first had to get himself and his samples to the scene—which means that he had to spend a lot of his own money. Contrary to popular opinion, most salesmen do not live like the Aga Khan and send the bills to the boss. They pay their own expenses. And wherever they go, laden with suitcases and trunks, they meet porters, waiters, hotel managers, buyers and other barracuda, who conspire to make expenses as high as possible. Before he sold his first umbrella, Brooks had shelled out about \$100 (his expenses were to average \$225 a week) and he had encountered colleagues who were spending as much as \$75 a day simply to move around.

In Cincinnati, his first stop, Brooks checked in at a hotel and soon set up his display of umbrellas (*left*). As he did so, other salesmen dropped in to give him the word on local markets. "The buyers," they told him, "are all up off their knees."

What this meant was quickly apparent when the buyers—many of them old friends—cast a perfunctory look at Brooks's top merchandise, like the \$9 woman's snake-cased number, and said, "I can't touch it. What have you got, honey, that I can sell



A RELUCTANT BUYER in Cincinnati studies "gimmick," a device Brooks uses to show slides of umbrellas.



AWAKENING INTEREST starts to overcome buyer, Helen Dresselhaus, of Mabley, Carew department store.



FASCINATION sets in as intelligent Salesman Brooks falls silent and lets the gimmick sell his product for him.



IN ST. LOUIS HE SCORNFULLY EXAMINES RIVAL'S LINE

OFF THEIR KNEES"

for \$4.98?" Brooks had something, but it was an item on which his commission would be much smaller.

Then Brooks made the rounds of the department stores, taking swatches of material and a "gimmick" (below) which shows illuminated color pictures of his wares. The buyers were friendly but they bought only what they could afford. It was slow going.

It was the same in Cincinnati, Indianapolis, St. Louis, Chicago and Detroit. Occasionally Brooks got the cold treatment and had to wait like a suppliant until buyers were ready to see him. And always he had to entertain (right), usually taking out women buyers whom his wife assumes are fatally attractive, and who well know the difference between Pop's Diner and the Zodiac Room.

When he wound up his four-week trip, Brooks had sold about \$45,000 worth of umbrellas. On this his 7½% commission, less \$900 worth of expenses, netted him \$2,600. To many an outsider this would seem to be a fabulous haul. But to Brooks it is not. Before making another trip he must wait (meanwhile living on the proceeds of the last one) until the market has renewed itself. And next time he may find the buyers so far off their knees that they will ask, "What have you got, honey, that I can sell for 98¢?"



IN ST. LOUIS SALESMAN BROOKS HAS COCKTAILS WITH JESSIE BILLINGS, A BUYER FOR LOCKHART'S STORE



SALE IS CLINCHED as Buyer Dresselhaus' boss Guy Porter is called in to examine the gimmick. Porter looked at a few of the slides, then ordered 300 low-priced umbrellas.



ANOTHER SALE, this time with gimmick backed up by samples, is made by Brooks on a balcony overlooking basement of Famous Barr in St. Louis. The buyer is Dick Siegel.

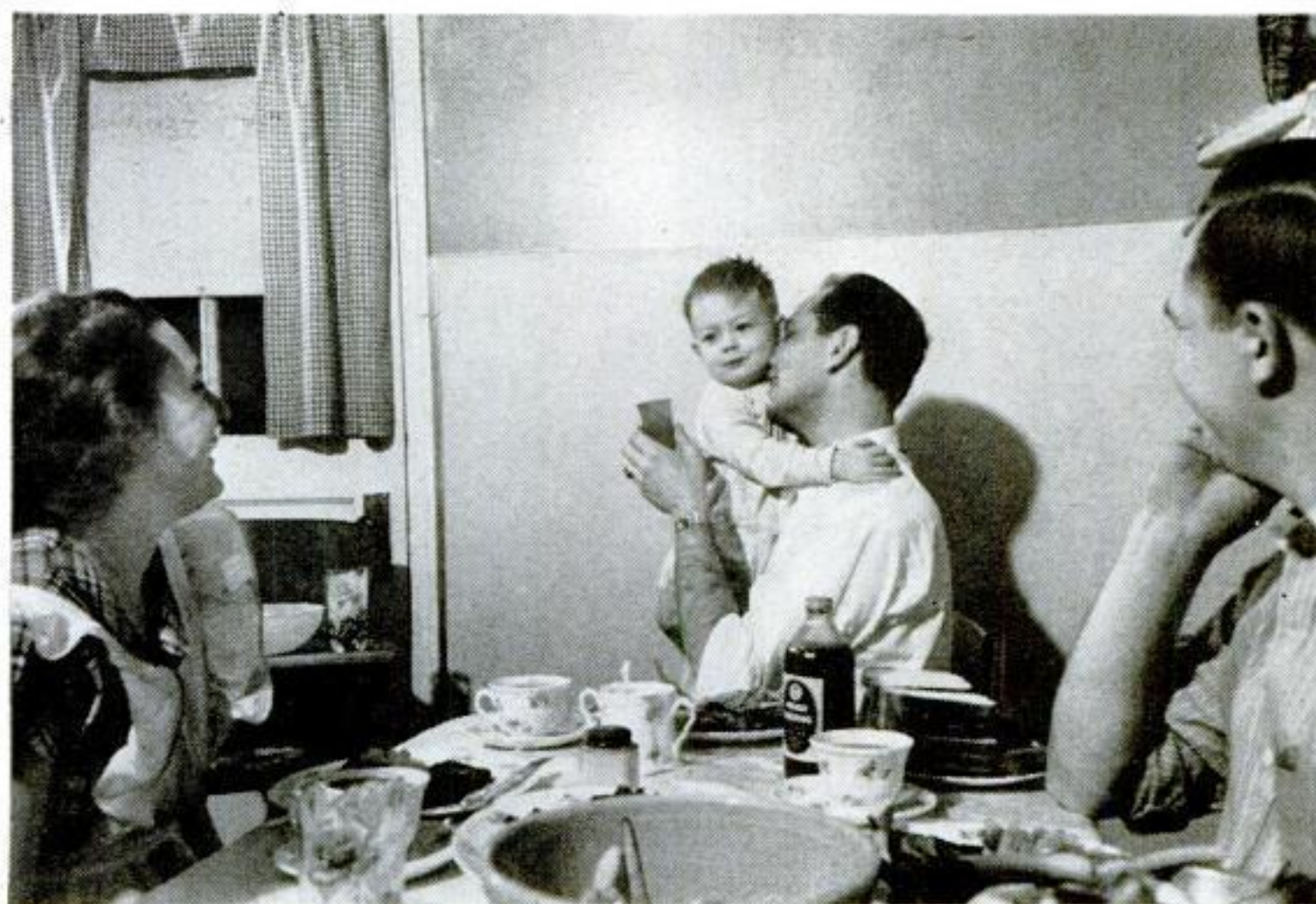


SAYING GOODBYE TO HIS WIFE, 23-year-old Caryl, is no easy job for Salesman Brooks although he manages to make it amusing. An hour after he left, having nego-

tiated the 16-mile journey on Long Island Rail Road from Great Neck to New York, Brooks telephoned Caryl and took 15 minutes to explain that he was still safe and well.



DAUGHTER LIZA, 19 MONTHS OLD, GETS A PARTING KISS FROM FATHER BROOKS



IN INDIANAPOLIS BROOKS HUGS THE SON OF FRIENDS ELSIE AND BOB VETTERS

BROOKS GETS HOMESICK AS SOON AS HE HITS THE ROAD

According to tradition, the traveling salesman is a Jekyll-Hyde character who, soon after kissing his wife goodby, undergoes a sinister change. He checks his decent fedora and his good blue serge in the nearest railway station and puts on a pearl gray derby, spats and a houndstooth vest. He takes off his wedding ring, stocks his suitcase with whisky and puts in a long-distance call to an ex-chorus girl in Kansas City. Actually, in the case of Robert Brooks and in that of any other salesman smart enough to earn his keep, there is scarcely any change at all. Brooks hates to kiss his wife goodby, and he also hates to take leave of his baby daughter. When he got to Indianapolis on his last trip, instead of bawling for some setups and a bucket of ice, Brooks telephoned a friend named Bob

Vetters, whom he met during the war. He went out to Vetters' house and spent the evening talking about old times in the Philippines ("Whatever happened to old McCarthy?") and, already homesick, playing with Vetters' young son. When he got to Chicago, Brooks hunted up a few other salesmen and they had a steak dinner. They talked about their troubles—recalcitrant porters, hotel managers who forget reservations, buyers' resistance. They kidded about some of the products they have lately run across—"Wiggle Your Toes in Sterling Hose" and a brassiere called "Low 'n Behold." And after a little good-natured Babbitry, Brooks went to bed early and tried to get as much sleep as he could because he knew he had to be up pounding on the buyers' doors in the morning.



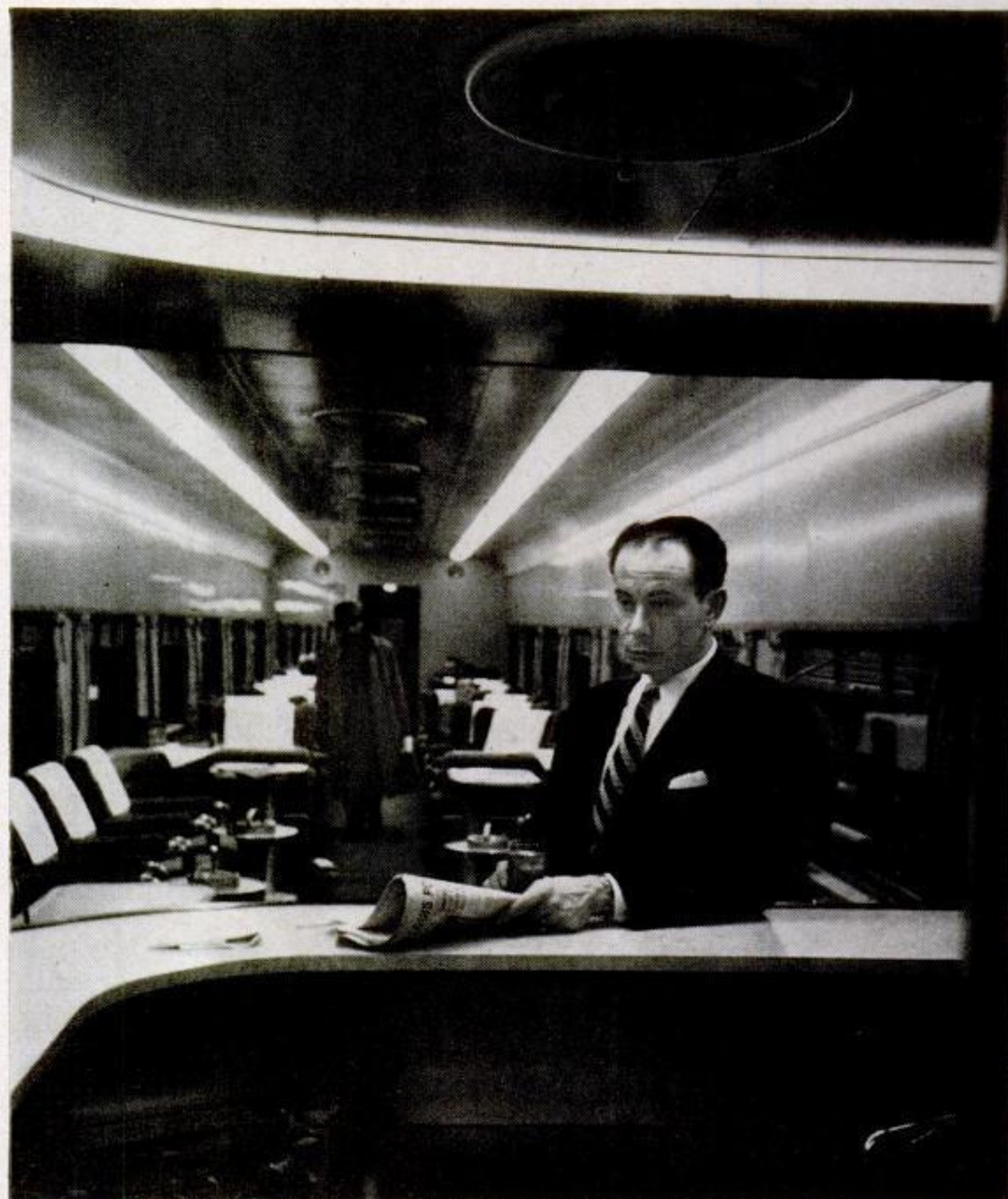
WITH OTHER SALESMEN in a Chicago restaurant, he catches up on trade gossip—including the story of a colleague who failed to tip a porter and later found his trunk

at the bottom of the elevator shaft. Left to right are Charley Jacobs (pajamas), Ben Ferson (luggage), Brooks, Goldie Kimion (a boys'-wear buyer) and Bob Ball (pajamas).

WHEREVER HE GOES, HE TAKES HIS LONELINESS WITH HIM



A GRADE-Z MOVIE is Salesman Brooks's fate on a dull night in Detroit. In his travels through other cities he has already seen everything else and now is reduced to this.



ALONE AT THE BAR in a club car on St. Louis-Chicago run, Brooks moodily drinks Scotch and soda, wondering whether he should return to his seat and do his paper work.



EAGERLY READING HIS MAIL, which has been held for him at Chicago's Palmer House, he races through three letters from his wife before taking off his hat and coat.



TRYING TO SLEEP during the 4½-hour journey from Indianapolis to St. Louis, he leans back in his seat in the nearly empty coach and listens to the click of the wheels.

WORN OUT AND BORED, BROOKS WANDERS THROUGH UNION STATION IN ST. LOUIS—

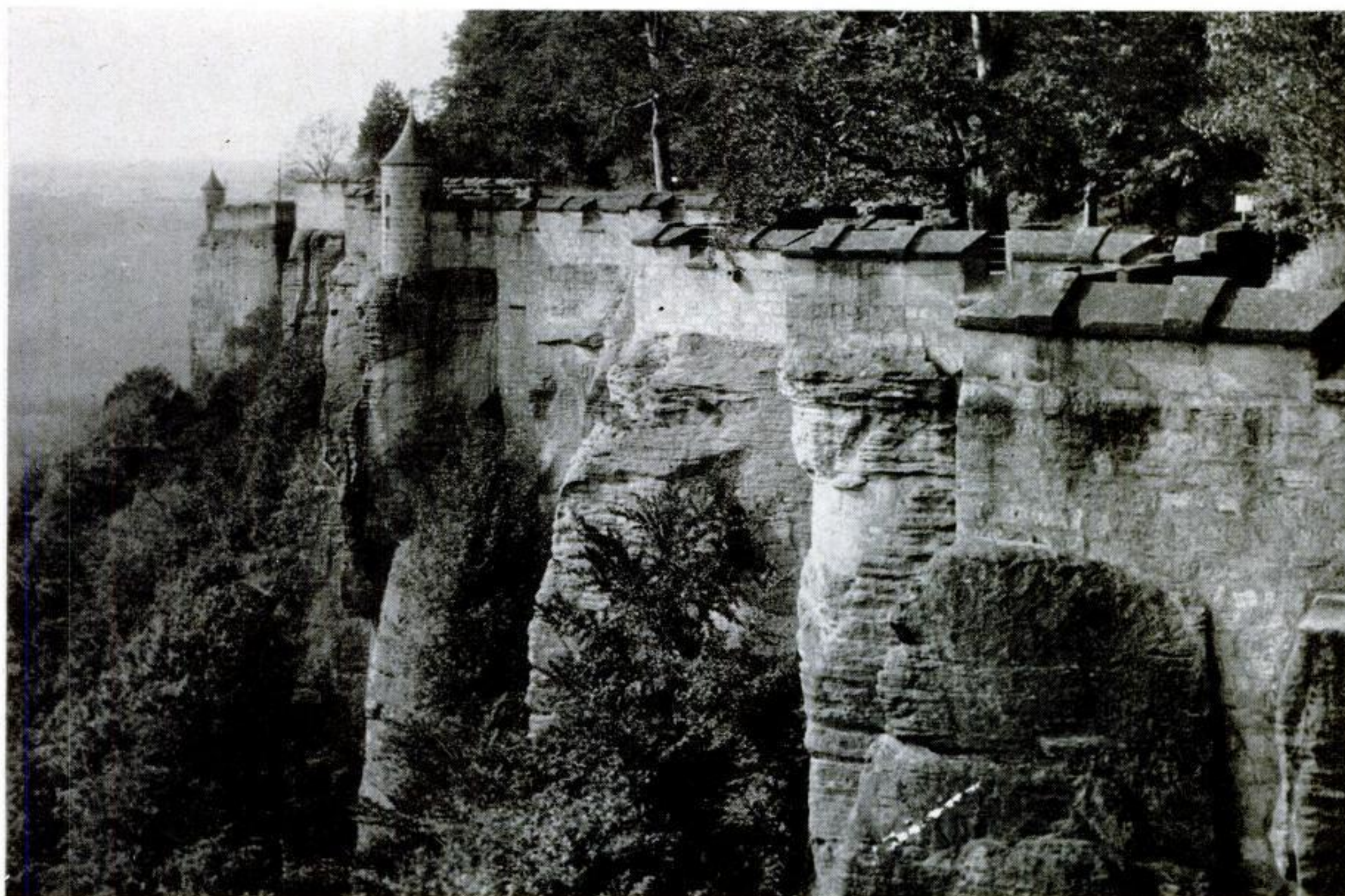
TAXICABS





PRISONER-OF-WAR GIRAUD was allowed to take a short daily walk with his aide (above) in grounds enclosed by the fortress walls at Königstein. He was here for nearly

two years before he escaped. Of the 100-odd French generals and admirals imprisoned at Königstein, only two others tried to get away; both were recaptured at the Swiss border.



KÖNIGSTEIN FORTRESS, PERCHED HIGH ABOVE ELBE, WAS NAZI PRISON FROM WHICH GIRAUD BROKE AWAY

Giraud's Escape

His story tells how a man of 63 performed one of the war's great exploits

by GENERAL HENRI HONORE GIRAUD

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General Henri Honore Giraud was a soldier of France all his life. He never served his country more handsomely than he did in 1942, when his audacious escape as a prisoner of war from the Germans gave the French a bitterly needed boost in self-respect. That escape, the story of which he has told in this article, repeated a feat Giraud performed once before, as a young captain of Zouaves in World War I. Because of his enormous

prestige as a French hero the Allies brought him to North Africa in 1942, but politics was not his proper element and he soon slipped back into a subordinate role in French affairs. Nevertheless the job he did in rebuilding the shattered French army was recognized as a great national service and won him this ringing citation a week before he died last March: "one of the most glorious officers of the French armies of all time."

I WAS taken prisoner by the Germans a few miles from Le Catelet near Cambrai on May 19, 1940. This was the last of those grim and tragic days which witnessed the complete destruction of the Ninth French Army. At first I was confined in a luxurious villa at Bonn, but presently, accompanied by a captain of uhlans, I was taken away in a powerful Mercedes and driven to Königstein fortress.

I confess that I was never a model prisoner at Königstein. From the very first my thoughts were bent on escape. I recall, among other pertinent incidents, that when my compulsory routine photograph proved a particularly poor likeness and the *Kommandantur* ordered new shots made, I succeeded in kidding them out of it. I remarked laughingly that inasmuch as I did not require identification papers for touring about Germany now, it seemed to me that the present picture should be good enough for their files. That was the only one available to the Gestapo for broadcasting throughout Germany on my breakaway two years later.

Königstein rock rises some 300 yards above the river Elbe. Its steep slopes are wooded from foot to top. Its summit is a level area, five acres in extent, one half with buildings, the other half consisting of a garden with some beautiful trees. A crenelated wall with watch walk circumscribes the area. The fortress proper, once a 13th Century royal castle, had become

an officers' prison. All doors to the buildings were locked at evening roll call and reopened at daybreak. A lower level pathway, duplicating the one atop the walls, skirted the foot of the steep and was patrolled at night but not by day.

In all we were about 100 French generals and admirals at Königstein, with an equal number of French enlisted men as orderlies, cooks and handymen. Most of the prisoner "brass" were resigned to their fate, with the exception of a few frenzied collaborationists on one hand and some irreconcilables on the other.

Escape from this jail, over 400 miles from France, obviously required aid from without. A good command of the German language was an essential requirement. Taking the matter up casually, I persuaded some of the men, including the most rabid collaborationists, to organize a class in German, with a *Kommandantur* officer for a teacher. This, I explained, was necessary if the Germans and the French were to have a better understanding of each other. The scheme worked. I took the course most assiduously and with distinct benefit.

After being locked up at Königstein since the 25th of May, I received my first letter from my wife in early July. From that day on we were able to exchange letters weekly, but these were closely censored and they took

BLACK TIE: Just between me and you... this pork tenderloin is superb!

LOVELY HOSTESS: Just between you and me...it's spread with Mustard-with-Horseradish!



EXCITING MUSTARD DISCOVERY~ Best Foods Mustard with Horseradish

If you like fine mustard, this is for you! A tangy, tasty mustard—plus a tantalizing dash of horseradish—blended with all the skill and finesse you'd expect of Best Foods! Whenever the recipe calls for mustard, you'll do *better* with Best Foods Mustard-with-Horseradish. Get a jar—today!

**MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE**



A CORRECT SALUTE was personally exchanged between Giraud and the Germans after his capture. He was captured by a tank patrol on May 19, 1940.

GIRAUD'S ESCAPE CONTINUED

one month in transit. So when in September 1940 one of our unfortunate comrades, General Boëll, was about to be invalided home, I approached him. He took with him a secret code for my wife, then residing in Lyon, and he was able to notify her of my determination to escape as soon as my wound of the sciatic nerve, most painful at the time, had improved sufficiently. The code would allow us to plan my escape by the use of apparently innocuous phrases and words. By January 1941 I felt a decided improvement in my wound, but I was careful to conceal it. All this time my plan was slowly maturing. Escaping by night was obviously out of the question since surveillance was greatly reinforced after dark. This left me no choice but to get out of Königstein in broad daylight by climbing down a blind angle of the 150-foot wall, outside the range of vision of the permanent watchtower sentry and between the regular rounds made by other guards. For this purpose a rope was necessary. The raw material was accumulated painstakingly from short pieces of twine used for tying prisoners' parcels from France, which a patriotic and courageous young French corporal stole daily for me from the Boches in the prison post office. General Mesny helped me weave a rope of 150 feet about half an inch in thickness, with a 2-foot wooden batten secured in a loop at one end as a seat. It took us a year.

The final plan arrived at with my wife was as follows. On the day set for the breakaway a man, secretly come from France, would be in waiting within a stone's throw of the citadel, bearing my plain clothes and false identification papers describing me as "Hans Greiner," an Alsatian engineer in the artificial silk trade. I would climb down the wall, meet the man, change into civilian attire, pocket the documents, catch a train and make for the French border at a point selected by our French Intelligence.

Meanwhile one of my coprisoners and friends, General Mast, was released. Before his departure I laid my whole plan before him, and he undertook to make arrangements with my wife, my army friends and with French Intelligence for my crossing of the German border into France or Switzerland. All of this Mast was to accomplish faithfully and efficiently.

Luckily my wife still had my identification photographs. One of these was faked by the removal of the mustache and the addition of glasses. A driver's permit bearing this picture was then ingeniously contrived by one of my former engineers, Captain Israel of Metz. It is my sad duty to record at this point that he was later executed, because of his race and religion, by the Germans. Let his sister find here the written expression of my gratitude to him.

The driving license, to serve the purpose of identification, was completed and held in readiness at Lyon early in 1942. I had by then received, cleverly concealed in cans and cakes, a Tyrolese hat, plume and all (the gift of that charming friend, General Mast's wife), and a compass. I eventually managed to purchase—at a staggering price—through one of the German post office clerks, an up-to-date timetable of the entire German railroad system. I had also a pair of worn-out civilian trousers, bought at a fancy figure from a German gardener in the fortress. Finally my friend and coprisoner, General Prioux, when he was in turn released for ill health, left me his raincoat, a most acceptable traveling coat for a German engineer.

Thus at last, by the end of January 1942, everything was in readi-

CONTINUED ON PAGE 124

Adolphe Menjou

Actor and co-author of "It Took Nine Tailors"
Long-time user of Personna Blades



Personna Blades set an absolutely new standard of shaving smoothness and luxury. Hollow-ground, rust-resistant and "fine as a rare jewel" . . . Personna Blades are not for everybody . . . just for the man who values his face. Try Personnas today!

PERSONNA
Precision Blades
fine as a rare jewel



10 FOR \$1 • 5 FOR 50¢
Double Edge or Single Edge

'GLASS WAX' SPEEDS SUMMER HOUSEWORK

Gold Seal Pink Liquid Cleans and Brightens Windows, Metal, Tile

Fast Action Cuts Cleaning Time, Drudgery

Gaining throngs of delighted new users daily, "GLASS WAX" continues to introduce unbelievable speed and ease into the housecleaning routine of America's homes. The Gold Seal Com-



Neat and Easy

pany's sensational pink liquid glass and metal cleaner actually lifts grime and stain from a hundred household surfaces, imparting astonishing new brilliance as it cleans.

"GLASS WAX" works its cleaning magic without hard rubbing or scrubbing, dangerous to highly polished finishes, exhausting to busy women. Just wipe "GLASS WAX" on with one

cloth, off with another—no water to spill or streak, no mess to clean up afterwards.

Fast But Gentle

Time-saving, too, is "GLASS WAX." Windows that took dreary hours of hard labor to brighten by old-fashioned methods now boast in minutes sparkling clarity unknown before. Metals, and tile and porcelain as well, respond instantly, brilliantly to its positive, yet gentle, cleaning action.

"GLASS WAX" is now available in the easy-to-recognize pink can at grocery, drug, hardware, variety, and department stores across the nation.

Invisible Film Protects Lustre

Contributing to the enthusiastic reception given to the Gold Seal glass and metal cleaner is the crystal-clear protective film that "GLASS WAX" leaves as it cleans. This unseen coating actually seals out dirt and smudge.

Easier Cleaning Next Time

Dust, fingerprints, everyday soil can easily and quickly be wiped off the protected surface of objects cleaned with "GLASS WAX". The transparent film lengthens interval between cleanings, makes future care easier.



Gold Seal Radio Star

"Just Wi-i-ipe It On . . . Wi-i-ipe It Off!", Says Arthur Godfrey

Ever-increasing numbers of delighted "GLASS WAX" users were first persuaded to try the incredible Gold Seal cleaner by Arthur Godfrey. The hilarious radio personality, presented five days a week by the Gold Seal Co., best describes just how fast and easy "GLASS WAX" is to use, with his familiar "just wi-i-ipe it on . . . wi-i-ipe it off!"

That's precisely all it takes for windows, mirrors, silver, chrome, porcelain, tile, other household surfaces, sparkling with immaculate brilliance. Chemicals in "GLASS WAX" harmful only to dirt take the drudgery out of housework.

The entertaining Gold Seal Show, broadcast Monday through Friday over 166 CBS stations, features fifteen enjoyable minutes

of Arthur Godfrey, and a supporting cast of Janette Davis, the Mariners, and Archie Bleyer's Orchestra. Be sure to listen to the Gold Seal Show now and throughout the summer.

Broadcast at:

10:30 AM (EST) 8:30 AM (MST)
9:30 AM (CST) 3:00 PM (PST)

Check your newspaper for local CBS station.

Shoppers Save 20c Buying Quarts

Millions of homemakers who know from experience the miraculous cleaning results obtained with "GLASS WAX" are now wisely buying the amazing pink chemical in the quart size. Since

"GLASS WAX" does the work of many of the cleansers cluttering the usual closet, the quart can assures an adequate supply on hand for almost all household cleaning.

Equally important today are the savings effected by the larger size purchase of the Gold Seal marvel. At only 98c, the cost of the quart is twenty cents less than for the equivalent volume in small cans.

Saves Steps, Too

Because of its versatility, "GLASS WAX" saves steps, just as it saves time and money. From room to room, all that's needed for sparkling cleanliness is the one can of "GLASS WAX", two dry cloths. No water to drip or spill, no lugging knickknacks to the kitchen for cleaning.

Wartime Chemical Discovery!

NOTHING BETTER ANYWHERE



for Cleaning GLASS and METALWARE

59c PINT

SAVE 20c BUY A QUART

98c QUART

\$2.95 GALLON

FAIR-TRADED

LOOK FOR THIS PINK CAN

"GLASS WAX" is a registered trademark and is the exclusive property of Gold Seal Company.

'GLASS WAX'

A PRODUCT OF THE GOLD SEAL COMPANY

55 E. Washington St.
Chicago 2, Illinois

CLEANS 30 KINDS OF DIRT IN 30 SECONDS

WEDDING BELLES, since '89, agree on Cresta Blanca wine!



Today...



as in 1889
the crest of quality wine

CRESTA BLANCA
WINES



GIRAUD'S ESCAPE CONTINUED

ness when one night my cell door was thrust open. In walked a colonel, the deputy commandant of Königstein fortress, Lieutenant Ehrentraut, the commandant's aide and an orderly. I kept my manner cool and casual and invited my visitors to look around. Noticing some cooking utensils on a shelf above the washstand, the colonel asked to see a covered cooker. The orderly took it down and raised the lid: raw potatoes and carrots. "I surmise, *Herr Oberst*," I said, "that raw potatoes and carrots are not against the rules."

The colonel bowed in silence.

Under the carrots my railroad timetable remained concealed. In the next pot examined was Mrs. Mast's Tyrolean hat, barely but adequately covered by a thin layer of dried beans.

At long last, the search having fizzled out, the colonel appeared about to withdraw, when the lieutenant picked up from the table



A DOCTORED PICTURE of Giraud for driving license added glasses and removed mustache.

my bulky German-French dictionary. Between its pages were concealed my escape funds, 800 marks in 10s and 20s, which I had accumulated in two years from the sale of chocolate to the German personnel. I got flustered and blurted out, "Look out! *Herr Leutnant*, don't you go playing with my private safe!"

"Your private safe, *Herr General*? How so?"

He opened the dictionary. Fortunately I had purposely inserted in the middle of the book two French banknotes. The book opened at that place.

"Ach so! And how did you come by this French money, *Herr General*?"

"Simple enough, *Herr Leutnant*.

In conformity with the Geneva Convention provisions applying to war prisoners' pocket money, your authorities allowed me on arrival to retain this amount and, come to think of it, the *Herr Oberst* here will no doubt confirm this, for he was present when I was taken into custody at Königstein."

"True indeed, *Herr General*," assented the colonel. "Yet in your own interest it were better to leave it for safekeeping with the *Kommandantur* office, rather than in your 'private safe,' as you so pleasantly describe it."

"That, *Herr Oberst*," I snapped back, "is for me to decide."

Whereupon I grabbed the book from the lieutenant's hands, shut it with a bang, laid it back on the table and sat on it.

"I told you, *Herr Leutnant*, not to play with my safe!"

"Don't get angry, *Herr General*! I did not mean to rob you," said the lieutenant.

"I never considered it, *Herr Leutnant*," I replied curtly. Then I turned to the colonel, "May I state that I take exception to the present search and resent the mistrust which prompted it. I would ask that you convey my displeasure to the fortress commandant."

I then swung the cell door open to signify that the visit was at an end.

The next night, at the same hour, General Genthe, the commandant, strode into my cell in dress uniform, saber and white gloves and apologized for the blundering of his subordinates.

As for the rope, its presence in the cell had apparently not been suspected . . .

In February another of our companions was released for ill health and was able to notify my wife that I was now ready for the breakaway. On receipt of this message my wife went to Sister Helen, a St. Vincent de Paul nun who had helped in the flight of numerous French prisoners of war. Sister Helen showed up with a young man named Roger Guerlach who had assisted her previously in arranging prisoners' escapes from St. Nicholas Hospital at Metz, and whom she knew to be cool, daring and keenly intelligent. Roger agreed at once. He added that he had served as a sergeant in one of my regiments and knew me. His German was fluent. He planned to get into Germany as a sham volunteer worker for German industry and to get out as "physically unfit" for work, after delivering the clothes and documents.



ROGER GUERLACH carried civilian clothes to Giraud and accompanied him across Germany.

ON TELEVISION

Thursday, May 26th*

General
EISENHOWER'S
"CRUSADE in
EUROPE"

Chapter No. 4
of 26 chapters
PLATFORM
FOR INVASION



The great hour approaches . . . Pictures never shown before of U.S. Air Force in first daylight bombing of Germany . . . Nazis force back Reds . . . Preparations for North Africa invasion.

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MEMPHIS	WASHINGTON

*On different evenings in some cities.
See your newspaper for evening and time.

LIFE & TIME
The Weekly Newsmagazine
TELEVISION PRESENTATION

CONTINUED ON PAGE 126



Those tanks you see along the railroad tracks and rivers are storage points for energy. From centers like this, local oil jobbers of every size keep oil on the move to you.

Oil works round the clock for you

HOURS before most people are awake, your local oil jobbers and distributors are hard at work. For you and your neighbors are now using more oil and gasoline than ever before in history. And the products of petroleum must be delivered to you on time—no matter what the weather, no matter where you live.

Today there are more than 20,000 independent marketing companies of all sizes playing their vital role in the oil industry. Competing with rival firms, they have opened new horizons of service in their round-the-clock drive to keep communities like yours supplied with oil.

The same brand of rivalry pays off for you in other branches of the oil industry, too—in research, production, refining and transportation. New developments in gasolines, lubricants, heating fuels,

plastics, insecticides, paints, medicines, cosmetics, synthetic rubber and hundreds and hundreds of other products are the direct result of this competition today.

The efficient, dependable service provided by your local jobber symbolizes the progressiveness of the entire oil industry. Spurred on by rivalry, over 34,000 individual companies in all branches of the oil industry are exerting every effort to continue oil's ninety years of progress . . . progress which continues to give greater comfort, better living and more convenience to you.

Oil Industry Information Committee

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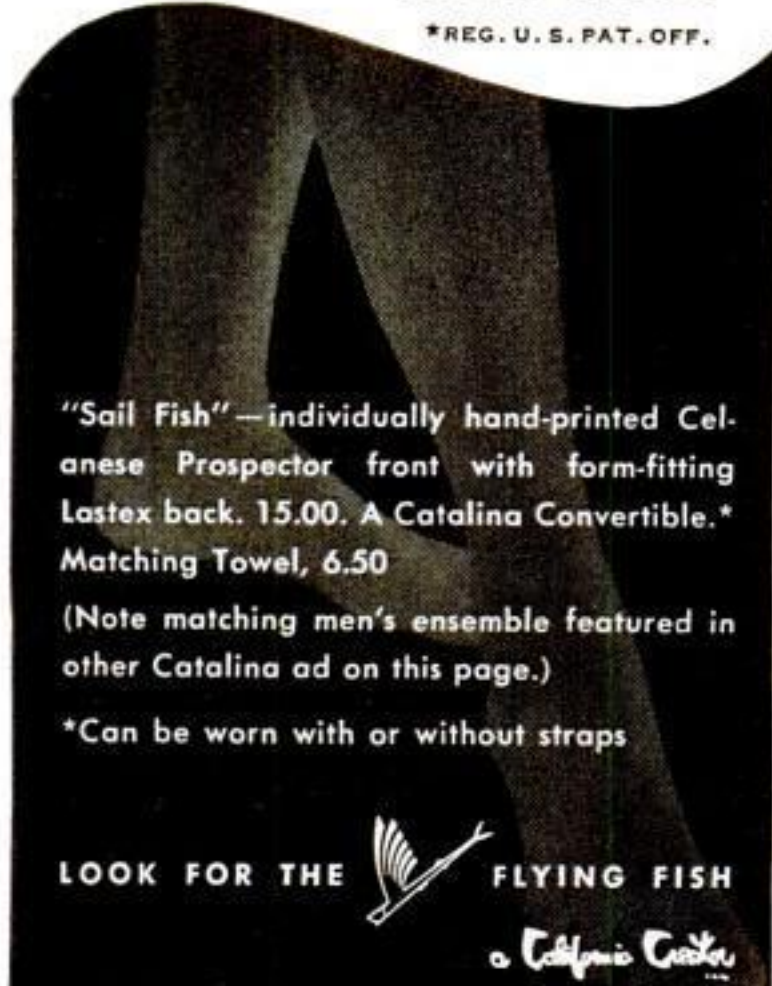
OIL BUILDS FOR AMERICA'S FUTURE



"Sweethearts in Swim Suits"*

by *Catalina*
...styled in
CALIFORNIA for the
STARS of Hollywood
...and **YOU!**

*REG. U. S. PAT. OFF.



"Sail Fish"—individually hand-printed Celanese Prospector front with form-fitting Lastex back. 15.00. A Catalina Convertible.*
Matching Towel, 6.50

(Note matching men's ensemble featured in other Catalina ad on this page.)

*Can be worn with or without straps

LOOK FOR THE  FLYING FISH
a Catalina Creation

Write for color folder showing other Catalina styles. Catalina, Inc., Department 607, 443 South San Pedro Street, Los Angeles 13, California

GIRAUD'S ESCAPE CONTINUED

On April 7, 1942 a letter from my wife arrived at Königstein, naming in our code the date and the time for the pickup as April 17 at 1 p.m. The place was to be Bad Schandau.

The next 10 days elapsed quickly.

I stocked up with the needed bread, Gruyère cheese, sugar and brandy, then made a compact bundle of my scant linen, secondhand civilian clothes, toothbrush, razor and tiny mirror, small enough to be conveniently hung from my neck during the descent.

On the eve of my escape I broke the news to a selected few who were to assist me down the wall and to stand the necessary lookout. Most of them had been wholly unsuspecting, and some were astounded, but all approved of the decision, though several pointed out the dangers—to me—of the venture. No one made reference to the certain reprisals on those left behind. I handled their objections as gently as possible. Then we went out and stowed the rope for the night in an appropriate nook of the battlement near the point of descent, overlooking the river Elbe.

To say that I slept very well that night would be an overstatement. Before lying down I destroyed all suspicious papers in my cell, with the exception of a small sheet of information about Schaffhausen, a town I was sure not to visit.

The next morning my orderly, a very devoted boy, came in as usual at 7. I now broke the news to him, instructing him what to say and what not to say. I put on my usual clothes, breeches, blouse, fatigue cap.

At 9:15 a.m. the commandant's aide came in on his morning roll call round. As on every other morning we engaged in conversation. This time we discussed child training. After about 10 minutes I released the lieutenant and watched him leave the building. I then picked up the pack, slung it from my neck, threw my cape over my shoulders, buttoning it up carefully, and stepped out onto the rampart nonchalantly. The weather was superb. With the exception of those in the plot, few generals had yet made their appearance.

A German lieutenant, just completing the 9:30 round of the walls, passed and saluted. I idled up slowly to the jumping off spot, with General Musse by my side. All was in readiness. Generals Mesny and Le Bleu were to pay out the rope and lower me to the ground, the others to keep watch.

At 9:45 the German noncommissioned officer due to make the next round popped up on the rampart. We chatted for a moment, and then as he was leaving the good man of course *had* to stop right by the nook where the rope was concealed. I confess that at this point I figured the game was up. But he was merely taking in once more the beautiful scenery. Slowly he moved off, leaving us at last free run of the place.

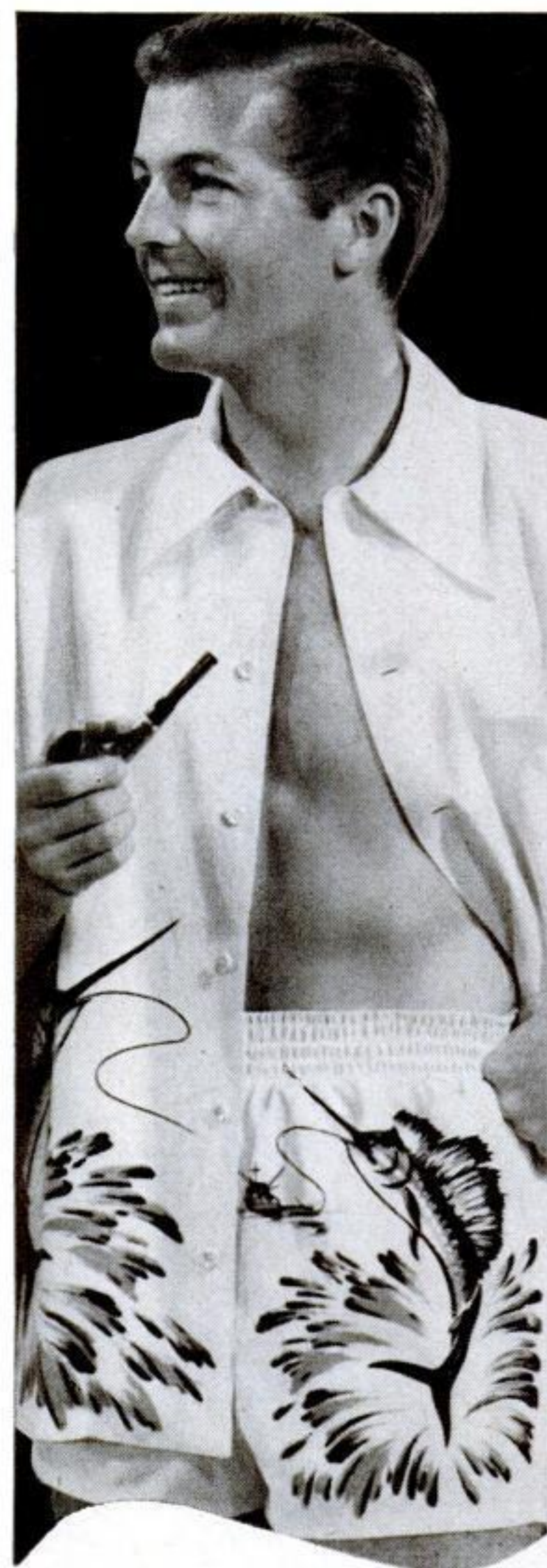
Away from Königstein

THE agreed signal was given. Each man took his appointed station. Mesny (who was later to pay for this with his life) and Le Bleu secured the rope to an iron staple in the wall. I threw off my cape, let Le Bleu assist me over the parapet (that wound in my right leg was still bothering me) and, firmly grasping the staple with my left hand, straddled the wooden batten in the end loop of the cable. Letting go of the staple to seize the rope in both hands, I felt myself going down as the two generals began paying out the line. Feet and knees scraping against the rock wall helped me keep my balance and brake the descent. In about two minutes I hit the ground.

Scrambling at once into a dense thicket, I stopped and caught my breath. Then, quietly and without haste, I slipped the gardener's worn pants over my breeches and Prioux's raincoat over my turtle-neck sweater. I then shaved off my mustache. (The previous day I had got a close haircut.) Next I put on the Tyrolese plumed hat and the shell-rimmed glasses. I felt that I was unrecognizable. The little bundle, now containing only some linen, my precious razor and scanty food, was repacked, and I calmly started downhill through the great fir trees, away from Königstein.

Coming out of the woods, I crossed the small bridge over the Biela River, a tributary of the Elbe, then struck off towards Bad Schandau. It was now 10 a.m.; few people were in the fields or on the roads, and I met perhaps half a dozen women and children in all. "Morgen!" (Morning!) to the right, "Morgen!" to the left. Nothing really compromising! It was 12:55 when I arrived in sight of Bad Schandau railroad station. Only a few passers-by and cars were in evidence.

A young man, bareheaded and wearing a long blue overcoat, was



"Sweethearts in Swim Suits"*

by *Catalina*
...styled in
CALIFORNIA for the
STARS of Hollywood
...and **YOU!**

Exclusive with Catalina!
A TRUNK WITHIN A TRUNK
featuring
3 IN 1 Lastex® SUPPORT



1. Gives you 50% more support — with a firm Lastex-lift.
2. Provides 30% more leg room with snug Lastex fit to readily accommodate any size thigh.
3. Gives full support and protection.

*REG. U. S. PAT. OFF.

"Sail Fish" Ensemble — individually hand-blocked print on Celanese Multicord. 15.00
Matching Towel, 6.50

(This ensemble one of a "Sweethearts in Swim Suits" combination. Note matching women's suit in other Catalina ad on this page.)

LOOK FOR THE  FLYING FISH
a Catalina Creation

Write for color folder showing other Catalina styles. Catalina, Inc., Department 607, 443 South San Pedro Street, Los Angeles 13, California

CONTINUED ON PAGE 128

Vornado

**tomorrow's
fan at
tomorrow's
prices..**



**now,
today!
\$22.95
up**

MODEL 28C1



Only Vornado has injector type Twin Cones producing Vortex-Tornado air action.

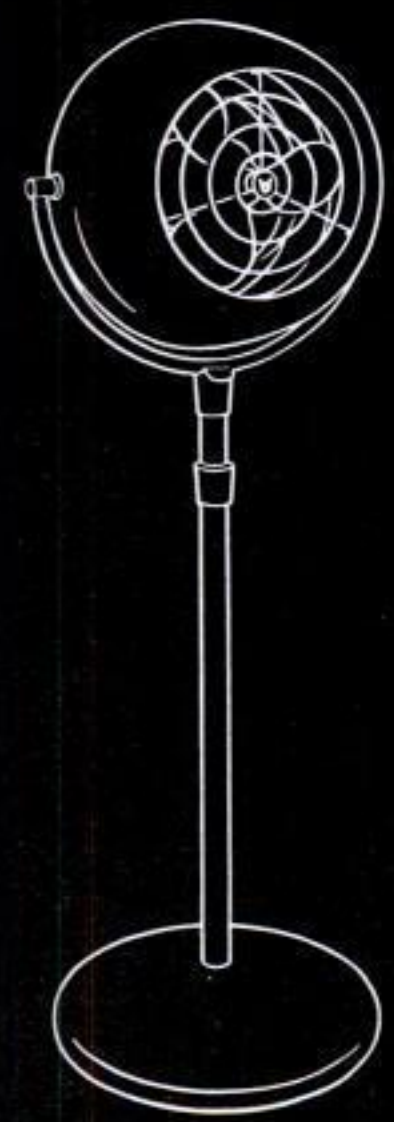
SEVEN GREAT MODELS IN THE VORNADO FAMILY . . . for every home, apartment, office, store and shop use. See your nearby Vornado dealer right away!

Why there are hundreds of thousands of satisfied users . . . 5 BIG REASONS:

- 1** MOVES 3 TIMES MORE AIR . . . 3 times farther than ordinary "buzz" fans.
- 2** MORE COMFORT engineered into Vornado with swirling Vortex-Tornado air action — no pulsation or vibration of the airstream.
- 3** COMPLETE SAFETY for your children with Vornado's revolutionary construction.
- 4** AIR WHERE YOU WANT IT with Vornado's feather-touch tilting feature.
- 5** SUPERB BEAUTY . . . the first complete change in fan design in 35 years.

Dealers Everywhere

Vornado's ARE GUARANTEED TO PLEASE



MODEL 16P2
\$147.00



MODEL 12P1
\$83.95



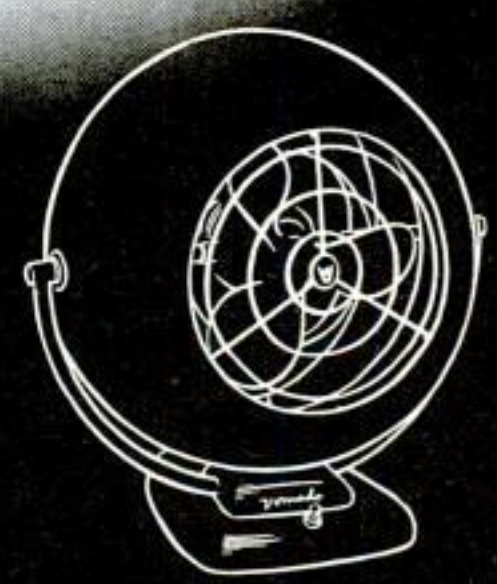
MODEL 16C1
\$22.95



MODEL 20C1
\$29.95



MODEL 24C1
\$39.95



MODEL 12D1
\$62.95

MODEL 28C1 (Above)
\$49.95

A PRODUCT OF THE O. A. SUTTON CORPORATION • WICHITA, KANSAS, U.S.A.

LOOK FOR *Style* LOOK FOR *Quality* LOOK FOR *Price*



LOOK FOR

Columbia SUN GLASSES

America's smartest styling, America's finest quality, at America's easiest prices. For the sure, safe way to buy sun glasses select Columbia styles for every member of the family from the Columbia "Sea Shell" Display and on Columbia panel cards everywhere.



COLUMBIA PROTEKTOSITE CO., INC., Carlstadt, N. J.
One of America's Leading Manufacturers of Sun Glasses, Combs, Toys, and Housewares

New Safety and Comfort!



COLUMBIA NIGHT GLASSES

Scientific lens discovery makes night driving safer — eliminates "headlight fatigue". Brings new kind of television enjoyment, too, by cutting television glare. Amazing for night outdoor sports. Optically ground and polished 6-base scientific lens.



GIRAUD'S QUARTERS at Königstein were allotted to him as a five-star general. They were luxurious in comparison to those assigned to lesser ranks.

GIRAUD'S ESCAPE CONTINUED

strolling back and forth in front of the station. My man, I figured. Maintaining my leisurely stride, I walked towards him. He seemed to have spotted me too. As we passed, the man said, "Morgen, Heinrich!" It was the password my wife had arranged.

"Morgen!" I answered.

We were now walking side by side. Roger knew me well by sight. Yet he was to admit later that had it not been for my tall figure, he would have hesitated to recognize me in my disguise.

"Have you got my things?" I asked quickly in German.

"Yes, sir. In a suitcase in the checkroom."

"Please get the suitcase now. I'll go change in the wood nearby."

"I wouldn't take a chance on that, sir. There is a German outfit encamped there. Safer for you to change in the train washroom, then shift to another coach."

"Not so good, that. What time is our train?"

"I bought two tickets to Berlin. The train doesn't leave until 6 this afternoon."

"That won't do, my boy. I can't hang around this station, only 10 kilometers from Königstein, for five hours. We had better start eastward and turn back afterward. Let's take two tickets to Munich via the Bohemian route."

Five minutes later we were riding up the Elbe valley. At Bodenbach (map, p. 134) we shifted to a westbound train that was filled to overflowing. The next trick was to change clothes. Roger locked himself up in the toilet with the suitcase, then let me in after taking the driver's license out of its hiding place. In a few moments I had donned my gray suit, blue overcoat, soft hat, low shoes and gloves. A rather suspicious-looking character when I went in, I emerged from the washroom with the appearance of a bonafide traveling businessman, probably better dressed than most of the other travelers in the coach. No one apparently noticed the change. So far, so good!

Scheduled to arrive at midnight at Eger in the Sudeten region of what had been Czechoslovakia, we planned to change to the Munich train there at 3 a.m. But to our dismay our train stopped unexpectedly at Falkenau, a small town about 25 miles short of Eger, and we were informed that because of hot axle boxes we must wait for the next train, due at 5:15 in the morning. We entered the third-class waiting room and stretched out on opposite benches to await our train. I feigned sleep while keeping a sharp lookout.

About 2 a.m. a military policeman stepped in and surveyed the

PHILADELPHIA — RI. 6-4000 • TRENTON, N.J. — 8282 • NEW YORK — MAIN 4-7400 • BUFFALO — HUMBOLDT 2560



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AGAINST RUNS
regardless of cause!

Ironwear

51 gauge sheer
NYLONS

\$1.49 a pair

Beautifully sheer, yet so durable, we dare to insure them!

- Reinforced double welt strengthens garter points.
- Protective block (Pat Pend.) over seaming hole, guards against runs, holds seams straight.
- High twist in leg yarn adds strength and sheerness.
- Special protective finish provides snag resistance.
- Proportioned lengths—registered serial number on each pair and attached insurance card.

Aperitif Brown, Amberglean, Beige, Taupe.

* Because the real test of nylons is the first week of wear, Ironwear Hosiery is insured for this telling period. (Second pair insured for double this term). Three extra days added for mailing time.

MANCHESTER HOSIERY MILLS
3105 EMPIRE STATE BUILDING, NEW YORK 1

Please send Insured Ironwear Hosiery at \$1.49 a pair

QUAN.	COLOR	SIZE	LENGTH		
			SHORT	MEDIUM	LONG

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ADDRESS _____

CITY _____ ZONE _____ STATE _____

Money Order ☐ Check ☐ C.O.D. ☐ (I will pay postage)

Phone orders if you live near cities listed around the border of ad or mail this coupon!

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ATLANTA — WALNUT 7612 • TAMPA, FLA. — M3641 • CHICAGO — RANDOLPH 6-9800 • BATON ROUGE, LA. — 7741

HURRY TO THE BIG SALE ON BIRDS EYE PEAS!



Farm-Fresh! Birds Eye Peas are harvested at peak sweetness and tenderness. Quick-frozen *immediately* to seal in all their country flavor and goodness.

Work-Free! Waste-Free! Shelled, washed, ready to cook. And no matter when you buy 'em, they're always *uniform* in flavor and quality (unequalled *Birds Eye* quality).

1 Box Birds Eye equals 2 lbs. peas in pods—a wonderful buy *any* time. During May they're a *super* buy. Stock up!

Product of General Foods

**PRICE CUT
THIS WEEK
AT ALL BIRDS EYE
DEALERS!**



Then hurry home—to try the BIRDS EYE DISH OF THE MONTH!

RECIPE FOR BIRDS EYE PEAS WITH CHICKEN FRENCH TOAST

1 box Birds Eye Green Peas • 2 cups chicken gravy • 3 chicken sandwiches (made with sliced or ground cooked chicken) • French-toast mixture.

1st. Cook sweet, young Birds Eye Peas as directed on package. Drain . . . 2nd. Make chicken gravy: Melt 3 tablespoons chicken fat or butter in pan. Add 3 tablespoons flour and blend. Add 2 cups chicken broth gradually; cook and stir until thickened. Add ½ teaspoon salt, dash pepper, dash thyme, ¼ teaspoon onion juice . . . 3rd. Cut

sandwiches in halves. Combine 1 slightly beaten egg with ¼ cup milk, ½ teaspoon salt, dash Worcestershire. Dip sandwiches in mixture. Sauté in small amount hot fat until golden brown . . . 4th. Add the *farm-fresh* Birds Eye Peas to chicken gravy and serve at once with the hot sandwiches. Garnish with tart jelly. Makes 3 to 4 servings.



Let's Bake a Cake

...and Cookies, too!

by

Virginia Coates

Home Economist



It's the frosting that makes the cake and it's Durkee's Coconut that makes the frosting. There's nothing like its rich tropical flavor to point up the goodness of your favorite cake. Durkee's coconut comes in two styles, shredded in the carton and extra moist in cans. So swirl it high on your cakes for real party fare.

Coconut Maple Cake

1/2 cup Durkee's Margarine
1 cup sugar
2 large eggs, well beaten
2 cups sifted cake flour
2 1/2 tps. double-acting baking powder
1/4 tsp. salt
3/4 cup milk
1 tsp. Durkee's Vanilla

Have all ingredients room temperature. Cream margarine. Add sugar gradually and beat until mixture is light. Stir in well-beaten eggs. Sift together dry ingredients. Add to mixture alternately with milk. Add vanilla and blend well. Divide mixture into 2 greased 9-inch layer cake pans. Bake in moderate oven (375°F) 25-30 minutes. Allow to remain in pans 3 or 4 minutes then turn out on waxed paper. Cool, sandwich and frost.

Frosting

1 1/2 cups maplesyrup or maple flavored syrup
4 egg whites, stiffly beaten
1 pkg. Durkee's Coconut or 1 can (moist)

Heat syrup in heavy pan without stirring, to 230°F or light thread stage. (Coat tip of forefinger with cooled syrup and press on thumb. At correct temperature, light threads appear between thumb and forefinger). Pour slowly onto stiffly beaten egg whites, beating constantly. When mixture is thick and fluffy, cool, sandwich and cover cake. Cover with Durkee's Coconut.

Coconut adds exotic flavor to so many foods. It's delicious in cereals and in waffles. Try it as a topping for your favorite curried dish and in fruit salads.

Spice tip. When you use spices, use full flavored spices—check your spice shelf frequently and replace half empty cans which are out of date and out of flavor. Durkee's Spices are fresh packed with full flavor and aroma. There's an assortment to add exciting new flavors all through your menu from soup to dessert. Durkee's Ginger is one of my favorites. I depend on it for good gingerbread, sauces and cookies. My Ginger Crisps recipe for a chewy confection-like cookie is on the right.



Have you tried Durkee's Vanilla? It's a real vanilla flavor, delicate and fragrant—extra good in cakes, cookies and apricot pie. Marvelous too in a cup of hot chocolate or to make milk more appetizing to the youngsters.

For other interesting recipes, write to Durkee Famous Foods, Department 5-L, Elmhurst, Long Island, New York.

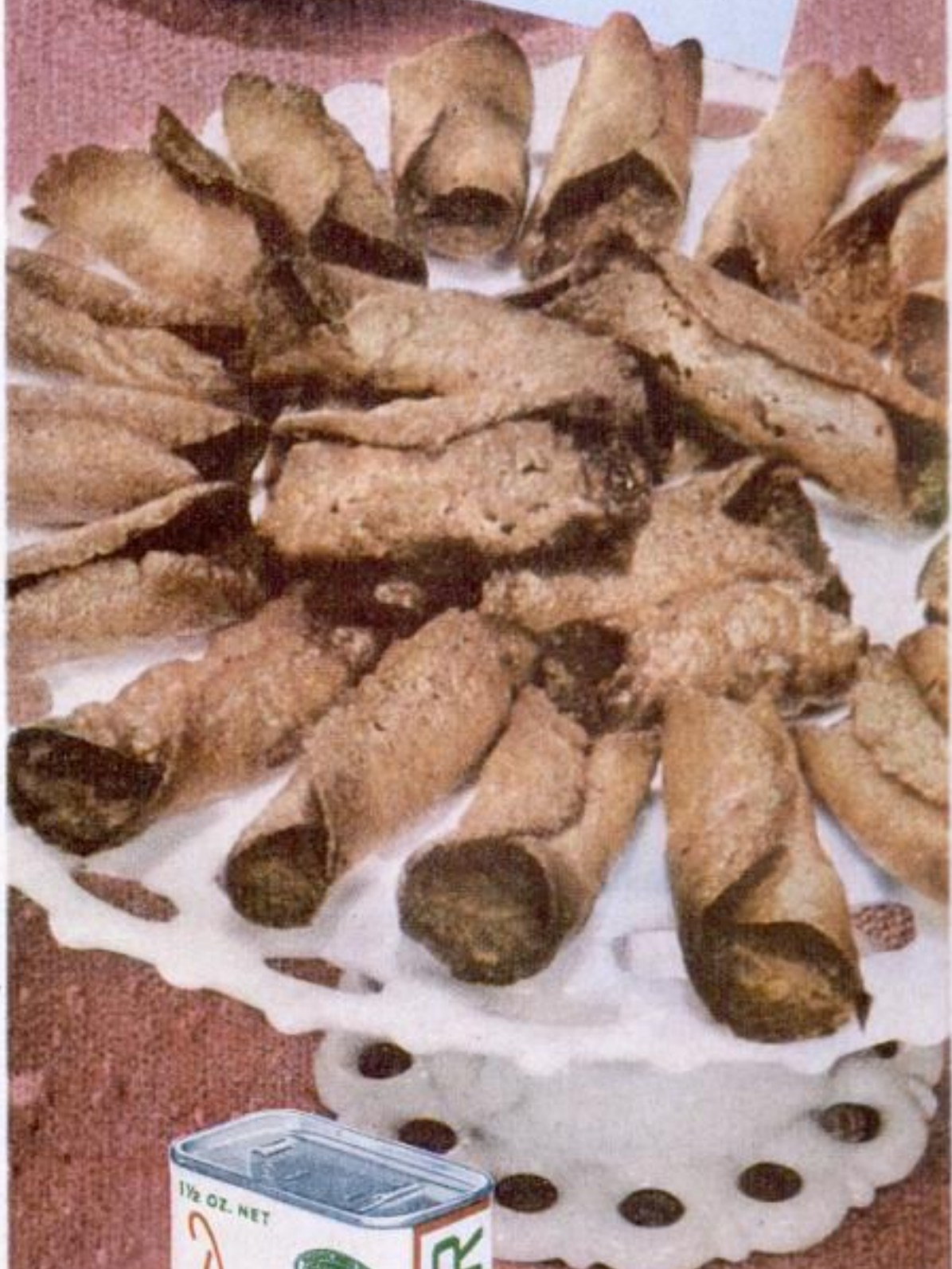
DIVISION OF THE GLIDDEN COMPANY
Copyright 1949, The Glidden Company



Ginger Crisps

1/2 cup Durkee's Margarine
1/2 cup brown sugar
1/2 cup molasses
1 1/2 tps. Durkee's Ground Ginger
1/2 tsp. grated lemon rind
1 cup all-purpose flour

Place margarine, sugar and molasses in heavy pan. Stir with wooden spoon over low heat until mixture is well blended. Remove from heat. Mix Ground Ginger and lemon rind with flour and add slowly to molasses mixture, stirring constantly. Drop mixture from teaspoon onto greased cookie sheets, 3 inches apart. Bake in moderate oven (350°F) 10-15 minutes. Cookies harden quickly, so allow pan to remain in oven while removing cookies, one at a time, with spatula. While still warm curl over handle of wooden spoon. Store in airtight container. Approx. 2 1/2-3 dozen cookies.



GIRAUD'S ESCAPE CONTINUED

room. Spotting me, he came straight over and inquired, "What are you doing here? Where are you bound?"

No answer. I "slept" on.

The policeman then shook my arm while repeating his questions. I "woke up" and rubbed my eyes.

"What is the matter? What do you want?" I asked.

"Are you deaf? Or are you Polish, Czech or Chinese, that you don't understand German, you dumbhead?"

"I am an Alsatian, as good a German as you, and I would ask you to be polite."

I drew the driving license from my wallet and handed it to the policeman. It did the trick.

We left on schedule for Eger and arrived there at 6:30 in the morning only to find that there was no Munich-bound train before 7 in the evening! Having already lost much time and feeling rather jittery because I was still dangerously close to Königstein, I gave up the circuitous Munich route and decided to take a chance on going straight to Strasbourg via Nürnberg and Stuttgart. A fast train from Prague came in at 4:15 p.m. and I soon found myself in a comfortable second-class coach, Roger having taken a third-class ticket for safety. I spotted an unoccupied corner seat opposite a Panzer Korps lieutenant, a wearer of the Iron Cross and the *Afrika Korps* armband, obviously a former Reichswehr noncommissioned officer, no doubt gallant but probably lacking in perspicacity. Quite the flag, I figured, to cover up my present wares.

After a Hitler salute, I politely asked the *Herr Leutnant's* permission to sit opposite him. He assented coldly, as befitting a hero of the Wehrmacht addressing a mere civilian. I started looking over the reading matter I had bought at the Eger newsstand. This included an attractive publication describing the Norwegian fjords, and as the lieutenant had apparently no papers, I offered it to him while "concentrating" on the *Frankfurter Zeitung*. He accepted the magazine without comment.

A chat with "Herr Leutnant"

IN Nürnberg the coach filled up. From time to time I would rise and step into the corridor, pretending to look at the scenery, in reality watching and listening intently. About two hours before we reached Stuttgart I spotted at the end of the corridor an officer of the SS police with two attendants. They were checking the passengers' identification documents.

I regained my seat, slouching down to make my 6 feet 3 inches less conspicuous and, having observed that my vis-à-vis had finished reading the review I lent him, I asked him casually whether he had enjoyed it.

"Very interesting, *Mein Herr*. Thank you," came the answer.

"All the more so to you, I presume, *Herr Leutnant*, as you are a member of our valiant African force. I happen to be somewhat familiar with the area in which you are fighting, as my business once took me to Egypt."

I went on along similar lines, encouraging my companion to enlarge upon the subject. Luckily he lent himself to it willingly, prompted again and again by my admiring interjections—*wunder-schön, wunderbar, fabelhaft!*—until finally the police lieutenant entered our compartment, the other two sleuths blocking the door.

Thereupon I switched the conversation to Rommel. The illustrious marshal had seldom been so lauded as on this occasion. The SS man started checking carefully the papers of the others in the compartment. Apparently paying no attention to what was going on, I launched upon a eulogy of Rommel, who, I said, more fortunate than Alexander, would surely reach the China Sea and join hands with our Japanese allies, whereas the Macedonian had barely gone beyond the Indus.

What could the police investigator do? To interrupt such a conversation would have been a gross intrusion. So he simply abstained from demanding my papers and those of the lieutenant with the Iron Cross and hastened to check those of two remaining male passengers. By then the conversation had moved on to Middle East oil, destined to fall into "our" hands, I said, despite those damned Englishmen and those fool Frenchmen.

At this point, however, the police officer seemed to hesitate a little. He must have felt some remorse at having failed to execute his orders fully in our compartment. Then, addressing himself directly to me, his arm raised in a Nazi salute, he snapped, "*Heil Hitler, gnädiger Herr!*"

"*Heil Hitler, Herr Oberleutnant!*" I snapped back.

The police party then proceeded on its round along the corridor.

CONTINUED ON NEXT PAGE

As salty as New England

As fresh as New York

As show-me as Missouri

As quick as California—



the Nelly Don Dilly



Just imagine!
suggested price
\$95



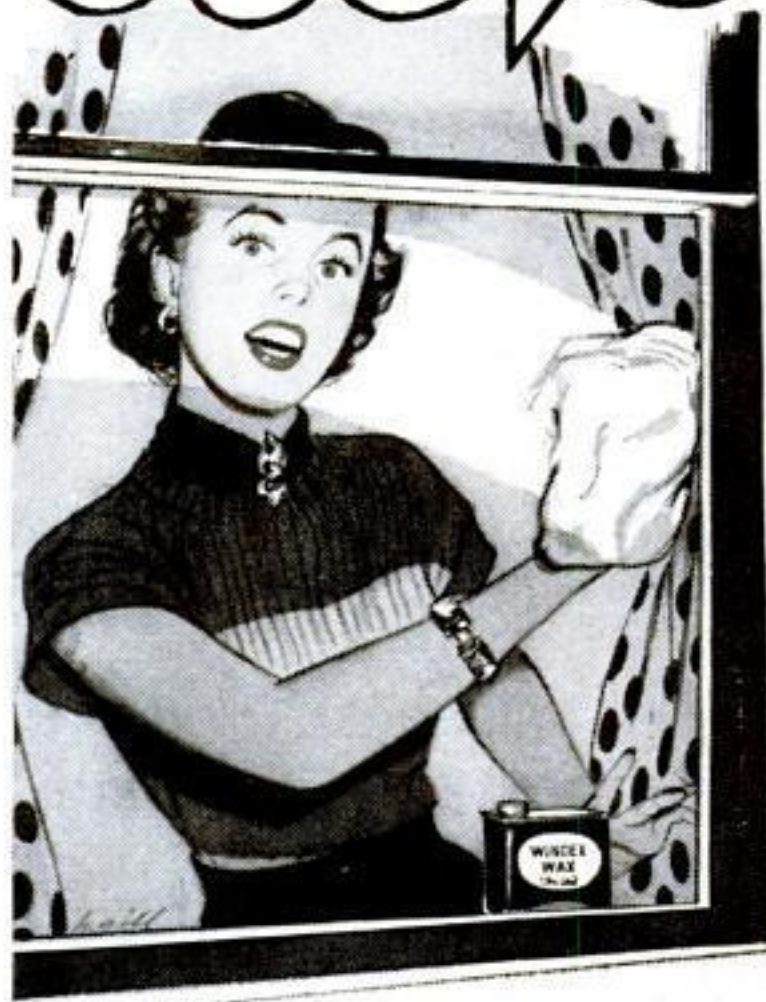
Here's the dress of the hour. Sing hey-nony and dilly-dilly. Straight from the bare shoulder vogue of this past winter's sun resorts. A smart gal wears the "dilly" for sunning (pushes the elasticized top down) and for mooning. A woman wears it around and about, when she gets dinner, looks pretty for husband and guests. You'll see it gardening, dancing, especially SQUARE DANCING! A Nelly Don idea that's caught on—a fresh this-summer dress made in a variety of quality cottons. Sizes 10 to 20. It's really a dilly! Crisp as starch... Crisp as starch... Crisp as starch.

To buy the Nelly Don Dilly if your town isn't listed write to Nelly Don, Kansas City, Mo.

ARIZONA: Phoenix, Goldwater's—**ARKANSAS:** Hope, Geo. W. Robison Co.—**CALIFORNIA:** Los Angeles, Bullock's; Pasadena, T. W. Mather Company; Sacramento, Beverly Mason; San Francisco, The White House—**COLORADO:** Denver, The Denver Dry Goods Co.—**CONNECTICUT:** Hartford, Sage-Allen Co.—**DISTRICT OF COLUMBIA:** Washington, Jelleff's—**FLORIDA:** Ft. Lauderdale, Burdine's; Lincoln Road, Burdine's; Miami, Burdine's; West Palm Beach, Burdine's—**ILLINOIS:** Chicago, Carson Pirie Scott & Co.—**IOWA:** Younkers of Iowa; Cedar Rapids, Newman's; **KANSAS:** Pittsburg, Newman's; Wichita, Geo. Innes Co.—**KENTUCKY:** Louisville, The Stewart Dry Goods Co.—**LOUISIANA:** Shreveport, Rubenstein Bros.—**MARYLAND:** Baltimore, O'Neill & Company—**MICHIGAN:** Detroit, Demery and Co., The J. L. Hudson Company—**MINNESOTA:** Minneapolis, The Misses Johnson Dept. Store; St. Louis Park, Walbom's Apparel; Winona, H. Choate & Co.—**MISSOURI:** Kansas City, Emery, Bird, Thayer Co.; St. Louis, Stix, Baer & Fuller—**NEBRASKA:** Lincoln, Magee's; Omaha, Herzbergs, Inc.—**NEW YORK:** New York City, James McCreery & Co.—**NORTH CAROLINA:** Asheville, Bon Marche, Inc.; Charlotte, J. B. Ivey & Company; Greensboro, The Meyers Co.—**OHIO:** Cincinnati, Mabley & Carew Co.; Cleveland, The Halle Bros. Co.; Columbus, F. & R. Lazarus & Co.—**OKLAHOMA:** Enid, Newman's; Oklahoma City, Halliburton's; Tulsa, Brown-Dunkin Co.—**OREGON:** Portland, Meier & Frank—**PENNSYLVANIA:** Pittsburgh, Joseph Horne Co.—**SOUTH CAROLINA:** Columbia, Hattiwanger's—**TEXAS:** Abilene, Minter Dry Goods Company; Amarillo, White & Kirk, Inc.; Dallas, Titch-Goeettinger Co.; Fort Worth, Monnig's; San Antonio, Frost Bros.—**VIRGINIA:** Alexandria, Lady Lois Shop—**WASHINGTON:** Seattle, Rhodes of Seattle; Spokane, The Crescent—**WISCONSIN:** La Crosse, E. R. Barron Co.; Superior, Roth's.

I use **WINDEX**
WAX for **GLASS**.

It cleans so much
better... costs
so much less!



1. Remove dirt, dust, soot this new way! Just spread on Windex Wax for Glass. Wipe it off. No rubbing! Windows clean faster! Stay clean longer! And it costs so much less, too!



2. "Jeweler's" sparkle for silverware, too. Also gives "new-bright" look to brass, chromium, porcelain.

3. Happy day for glass table tops and mirrors. Economical, also. Big 16-oz. can cleans hundreds of things!



No Better Wax Glass Cleaner at Any Price!



Made by the
makers of Windex Spray

Not for use on auto bodies, floors, furniture
Copr. 1949, by The Drackett Co.

FOUR WHO AIDED GIRAUD



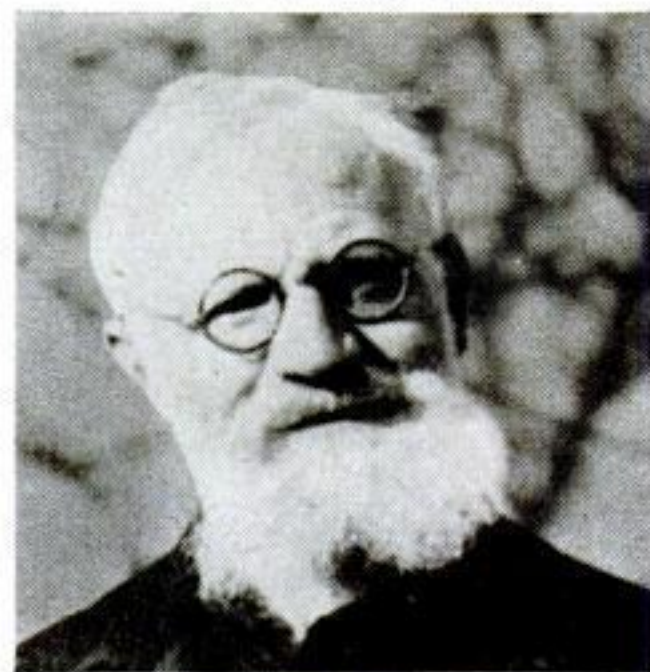
GENERAL MAST



CAPTAIN ISRAEL



RENE ORTHLIEB



FATHER STAMM

AID FROM OUTSIDE the prison made Giraud's escape possible; these four men were among those who provided it. General Mast brought French Intelligence into the plan. Captain Israel furnished a faked identification paper. René Orthlieb drove him from Mulhouse to Liebsdorf, where Father Stamm found a guide to take him to the Swiss border. The last three were later executed by the Nazis, Israel because he was a Jew, the other two for resistance activities.

GIRAUD'S ESCAPE CONTINUED

I let the conversation die gradually, lest my foreign accent attract too much attention. I was soon "buried" in my reading once more.

Night fell, and we were warned that for some reason the train would not go beyond Stuttgart. When we pulled in about midnight the train was immediately cleared of all passengers. Mingling with a group of tall Germans, I noted at once that SS surveillance within the station was close. Roger joined me in the station. A quick check of the train board disclosed that the only good train for us was a Metz-bound one which left in three quarters of an hour. Unfortunately this was a Wehrmacht leave train and consequently dangerous, but we had no choice. Just then I spotted a man in a raincoat and soft hat, who was obviously taking an interest in me. We moved. The man, his eyes trained on me, followed us.

I knew there were two exits from the station, one through the post office, probably closed at this late hour, and the main one. Without apparent haste Roger and I walked toward the former, along a hallway with two rows of columns suitable for maneuvering. The man in the raincoat followed in our footsteps. We swung around one of the columns, retraced our steps quickly to the lobby and at a lively gait made for the main exit. There was a total blackout outside. We threw ourselves at once into an angle between two buildings, holding our breath. In a few seconds the man brushed past us. As soon as the sound of his steps had died away, we hastened back into the station and, after some difficulty at the window, succeeded in buying two seats for Metz on the soldiers' leave train due any minute now. When the train pulled in with its two second-class and four third-class cars, Roger climbed without delay into one of the latter, and I got into a second-class car.

Roger and I had agreed, for reasons of safety, to leave the train at Landau instead of going all the way into Metz, where I had been military governor at the outbreak of the war. We arrived at Landau at 4 a.m. in a pouring rain and waited undisturbed but watchful for an hour and a half, until the Strasbourg train pulled in. Roger had bought a ticket to Strasbourg and I one to Mulhouse. We climbed aboard unhindered. From Wissembourg on the train was full, the day being Hitler's birthday, as a result of which all the mayors of Lower Alsace had been summoned to Strasbourg. I of course listened in on the talk of these good Alsatian folk. Most of them were

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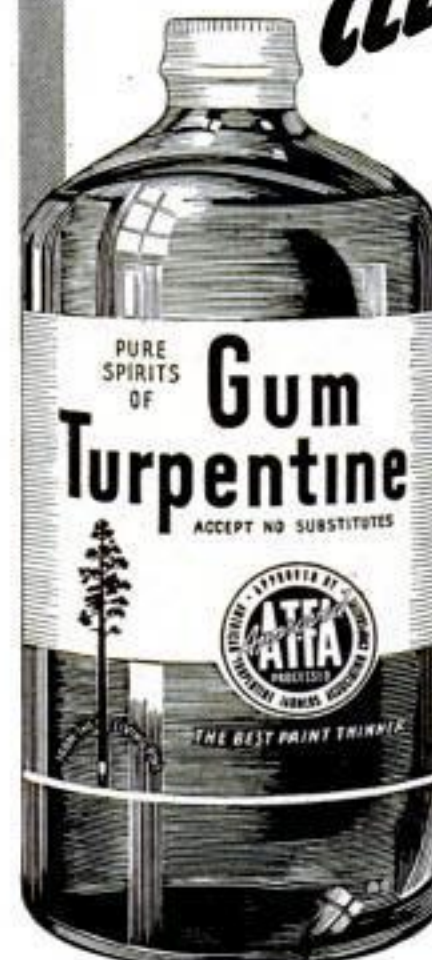
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CONTINUED ON PAGE 134



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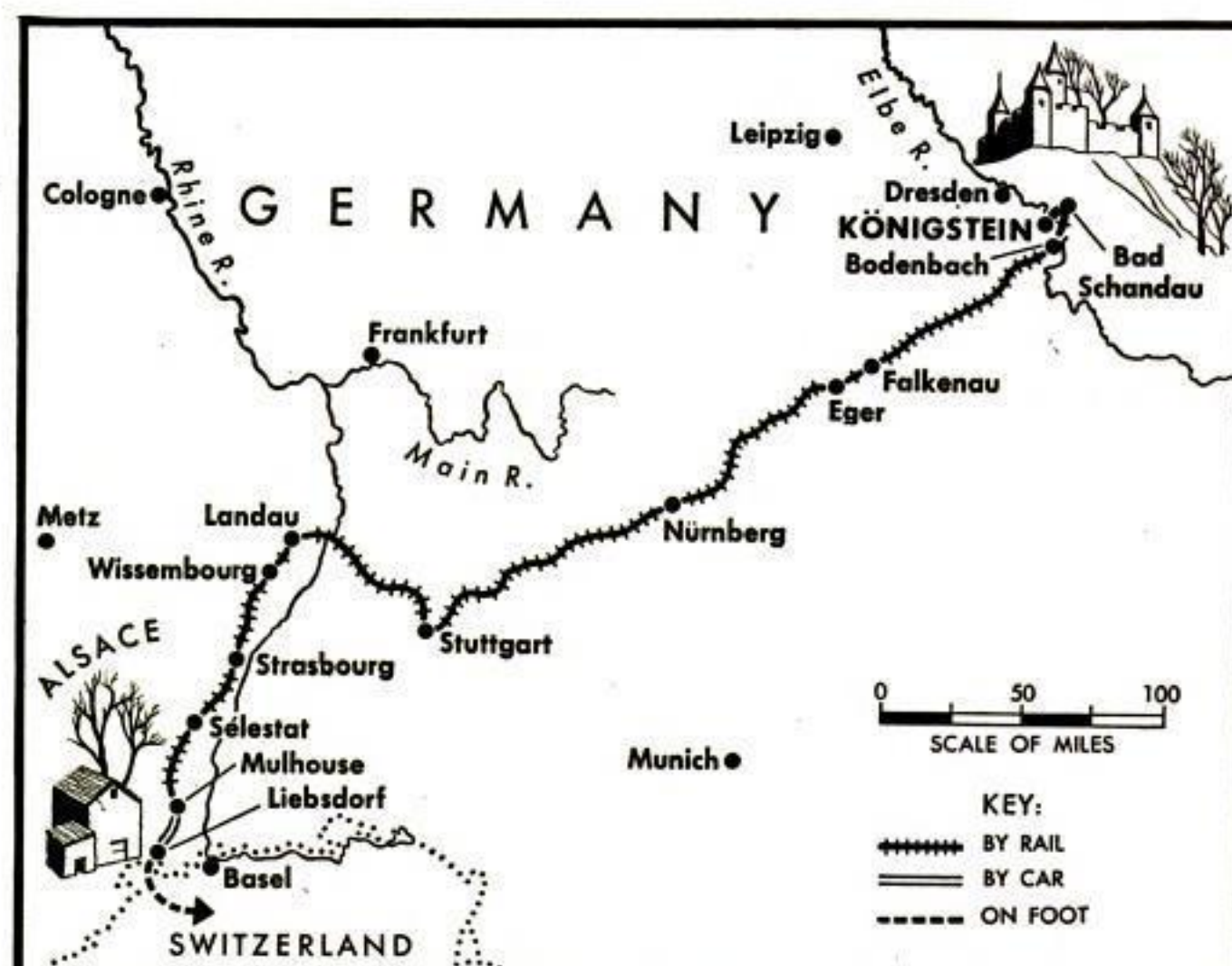
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GIRAUD'S ESCAPE ROUTE



MORE THAN 400 MILES of enemy-controlled territory lay between Giraud and France. He spent three days on trains with little food, almost no sleep. He changed trains seven times between Bad Schandau, where he walked from Königsberg fortress (upper right), and Mulhouse in French Alsace, which was then under German occupation. After going by car to Liebsdorf, he walked across the hilly terrain to a barn on the Swiss border (lower left), where he hid for five hours to avoid frontier guards. Then he crossed the border to freedom.

GIRAUD'S ESCAPE CONTINUED

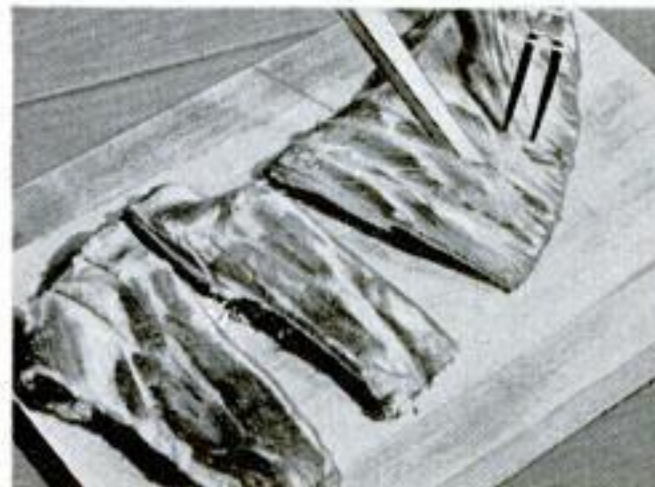
going to Strasbourg like whipped dogs, and their enthusiasm for the Führer seemed more than damp. A pleasant middle-aged couple had come into the compartment at Wissembourg and seated themselves beside me. While I pretended absorption in the *Völkischer Beobachter*, the good woman leaned over and whispered in French to her husband, but not so low that my ear failed to catch it, "See the guy next to me with the heavy glasses. . . . We had better be careful! He sure has a Prussian face!"

We reached Strasbourg at 8:45 a.m. The Mulhouse Special was due from Berlin within the hour. Roger left the station in search of a barbershop while I went to the restroom to shave. We had agreed to meet on the platform before boarding the train, and at 9:30 I was standing there, looking for my companion, when the train came in, but there was such an immediate and impressive display of police, all cars being visited at once with a rush, that I retreated quickly into the restroom, watching the train through a window. Directly the police officer and his party left the coach nearest to me I dashed across the platform, climbed aboard and seated myself in the first available seat, trying to look as short as possible. As the train started, I saw the police officer standing on the station platform and breathed a sigh of relief. But where was Roger? In the flurry at the station I had missed him; he had got on the car behind me but was unable to signal his presence. As I depended on him to take me to the secret service agent in Mulhouse who was the first link in the underground chain which was to spirit me from Germany into France, I was worried. I knew the agent's address but not his name, and it might prove unwise to go to the house of an Intelligence representative without a password. Reasoning that Roger, having missed the train, would be on the next one, I got off at Sélestat, a small Alsatian town, to wait for him. To my dismay, however, I learned there was no train due before 9 p.m., which meant my spending the whole day in Sélestat. How could I pass unnoticed in this tiny enemy-controlled community with my conspicuous height? Luckily, the day being the anniversary of "our" beloved Führer, there were games and sports. So I joined the crowd going to the football field, mingling with the tallest people I could find. I even managed to have a little fun there, watching the Nazi *Sportleiterin* (female sports leader), standing by while her male counterpart delivered a speech. Short and plump, the *Leiterin* wore an intriguing white tailored suit with green edging, impressively ornamented with six little red, arrow-pierced hearts, one on each breast, one at each lower point of the jacket front and two on its tails. Such ostentation cheered me up immensely for a while, despite my uncertain predicament. I thought the Paris couturiers were missing something. The comments of the Alsatian girls about this elegant female chieftain of the Nazi party were really heart-warming to hear.

CONTINUED ON PAGE 137

Here's how—

...to stage a Smooth barbecue



1. Like Ribs? Cut into serving portions to barbecue them this way. It's a variation of an old Korean recipe that adds to a barbecue's good food and good fun.



2. Give New Zest to your favorite barbecue sauce by adding soy sauce and sesame seed . . . plus a pinch or two of oregano, thyme, rosemary, sweet basil.



3. Add a Few Slices of Onion . . . then cover ribs completely with barbecue sauce, place them in your refrigerator and marinate them at least overnight.



4. Now You're Cookin' With Coals . . . glowing red. Place each rib on the grill with a flourish, for showmanship is half the secret of a smooth barbecue.



5. Baste Regularly, broil leisurely. Getting hungry? Can't wait? Wait you must! Meantime, enjoy this moment with HAMM's smooth and mellow beer.



6. Serve the Ribs Hot with French fries, hot corn bread, cole slaw, your favorite cheese. Serve HAMM's Beer well chilled. Beer tastes best at about 42°.

...to enjoy a Mellow moment



7. Mellow Moment! Ribs are done—and there's HAMM's at hand for everyone.



8. At the Barbecue Table or any table, no finer beer than HAMM's. For this is the smooth and mellow beer preferred for mellow moments—the first choice of millions for 84 years. Have you tried HAMM's Beer? You should—and soon!

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GIRAUD'S ESCAPE CONTINUED

By nightfall nothing untoward had happened, but I felt hungry, having eaten nothing since the previous day when my little supply of cheese and bread gave out. Yet I did not dare enter an inn, so I ate some lumps of sugar with a little brandy, and my hunger subsided. At 9 I caught the Mulhouse train, still looking for Roger but to no avail. At 11 p.m. I arrived in Mulhouse. No Roger there either. The station was quiet and there were no signs of surveillance. By now, however, I was dead tired and badly in need of sleep. Spending another night in the waiting room of a railroad station, three days after my escape, was dangerous, and so was going to a hotel. But there are times when chances must be taken. I made for a hotel near the station, following in the tracks of a German captain. He and I reached the hotel together. He took a six-mark room, and I said I would be content with a four-mark one, asking to be awakened at 5 a.m. as I must catch an early train. I had hardly lain down when I fell sound asleep. At 5 a.m. I dressed and left, heading ostensibly for the station. I knew that the police would check travelers' registrations in the hotels sometime during the forenoon and realized that "Hans Greiner" had been somewhat foolhardy in thus leaving a trace of his passage. But "Hans Greiner" had had a good night's sleep, which he needed badly, and he felt refreshed and fit for what might come.

It was 6:30 a.m. when I reached the address I was looking for. I was standing at the gate, about to ring, when the front door of the house opened and an elderly lady came out. She walked down the path to the gate, opened it and stepped onto the street with her prayer book in her hand. She started at the sight of an unknown man standing there, but I gave her no chance to utter a word, feeling that I must do the talking and do it quickly—in French—and knowing intuitively that *this was safe*.

"I beg your pardon, madame. You were expecting someone last night, weren't you?"

"I don't know, sir. Or rather, yes, I know. Come in, sir. Come in quickly," she answered in French.

She led me up the path without a word and let me into the house, closing the door behind us. "It's you, general! How happy I am! Sit down. I must go tell my sister. How happy my nephew is going to be! He was so worried last night!"

"But, madame, I am causing you to miss Mass. . . ."

"No matter, general. *Le bon Dieu* won't hold it against me."

Reunion with Roger

A LITTLE later, after some welcome breakfast, I was led to Roger's home, where I was happy to find my faithful guide, still greatly disturbed by the previous day's mishap. Roger's father, an important Alsatian manufacturer, was thoroughly French, he hated the Germans and had thrown himself, body and soul, into secret service work for the French Intelligence. He told me that my breakaway had been announced everywhere. The border into France was being very closely watched, so I would have to cross over into Switzerland instead. Arrangements had been made for my leaving Mulhouse that very day for Liebsdorf, a tiny frontier village. A manufacturer from Thann, René Orthlieb, would drive me there in his automobile. He was well known to the German authorities, and so far unsuspected by them of underground activities.

We left at 5 o'clock as planned and were soon stopped at a roadblock by a German patrol, but the men recognized Orthlieb at the wheel and gave us road clearance. In an hour we reached Liebsdorf and stopped at an isolated house at the village entrance, the home of Father Stamm. The Father was a white-bearded old man, obviously endowed with great self-control, and coldly resolute. He and I had a simple meal together. At about 9 in the evening a young man appeared, a government forester about 25 years old, sturdy and of medium height, with a wide-awake face. Asked the news of the day by his rector, the young man cast a side glance at me and, on being told that I was an old friend on a casual visit, started to speak freely.

"Lots of excitement, Father! It seems that a general has escaped from Koenigstein, in Saxony, and they are hunting him everywhere."

"Have you learned the name of the runaway?"

"It's General Giraud, a man of 63, tall, gray-haired, with a heavy mustache, speaking acceptable German. I guess the Boches want him badly since they are offering a 100,000-mark reward for his apprehension and threatening immediate execution of anyone lending him assistance."

"Do they have any idea where he is heading for?" asked Stamm.

"Apparently not, but there are a lot of wild rumors. I under-

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CONTINUED ON NEXT PAGE



"Got a minute? Have a Hires!"

Poor Dad! He'd like to catch the sports, but the kids are closing in on the villain. Smart Mother! She knows everybody likes Hires. It's the sparkling flavor with the velvet

edge... blended from real root juices! Take the handy six-bottle carrier home with you. Choose delicious Hires—ice-cold—at fountains and coin machines.

Makes a minute mean so much!

GOOD SANDWICHES! WHAT ARE THEY?

THEY'RE MADE WITH UNDERWOOD'S... THE ORIGINAL DEVILED HAM!

ALL FINE HAM ZESTFULLY SEASONED America's Favorite Sandwich Spread

UNDERWOOD'S DEVILED HAM

P.S. Cream cheese and UNDERWOOD'S make a tasty spread.



AT CASABLANCA Roosevelt and Churchill effected a cool handshake between Giraud and De Gaulle, rivals for French leadership. De Gaulle was victor.

GIRAUD'S ESCAPE CONTINUED

stand they found a map of Schaffhausen in the general's cell. Seems strange to me that a man who undoubtedly left nothing to chance in preparing his escape should have been so careless. To my mind he won't try Schaffhausen. Some people claim to have spotted him at the steering wheel of a brown open car at Württemberg, and a woman swore she saw him on the right bank of the Rhine, north of Kehl. All of the military police and the forestry corps are under alert, but as there are only meager forces in the district, if ever the general attempts to cross the border here he should manage to wriggle through."

"Especially if he has a good guide—eh, Henri? Would you want to be that guide?"

"What do you mean, Father?"

"Just this, my boy: this is General Giraud here, and I have you in mind to guide him over the border."

The young forester sprang from his seat, looked me straight in the eyes and, standing at attention, announced, "Sergeant K—*, sir. Fourth battalion Chasseurs. I never thought such an honor would befall me. I feel quite overcome. I will take you across into Switzerland. Give me a day to prepare the crossing and muster my friends. If you will keep in hiding here all day tomorrow, I will be back next day around 8 or 9 in the morning, and by noon, if all goes well, you'll be in Switzerland."

I kept under cover all next day, as instructed. At 8 o'clock in the evening young Henri dropped in to report everything in readiness for the morning.

Toward the Swiss border

THE next morning the weather was good, with a lot of mist on the mountain. At 9 o'clock Henri came in through the back door, wearing his forester's uniform with regulation knife and gun. He handed me a loaded pistol for my use. We started up the mountain at once, following a back trail away from any villages. As the hours passed and the mountain slopes grew steeper, the ascent became harder and harder. Shortly after midday, Henri stopped and whispered, "The frontier is now only 250 yards away. All is well. In a moment you will be in Switzerland."

We had hardly resumed our wary climb when a man, who had been crouching on the slope ahead of us, sprang up and faced us, a finger on his lips, motioning us to drop flat. We threw ourselves into a thicket just off the trail and lay down till the man crawled up and said under his breath, "The border has been guarded since this morning by the frontier guard, one man every 100 yards. Constant patrolling. Luckily no dogs. You can't cross now. Wait here while I go forward and see."

Henri and I slid noiselessly between two boulders. In half an hour the man was back. The Germans had just searched a stable 200 yards from us, 50 yards from the boundary line. The farm woman,

*General Giraud deleted certain names from this account of his escape for fear of retaliation—even after the Allied victory—upon some of those who helped him.—ED.

CONTINUED ON PAGE 140

THE
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Cole
OF CALIFORNIA
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Like Esther,
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Esther Williams, glamorous swimming champion and M-G-M star, says:

"Finally—a perfect swimming suit! It fits beautifully wet or dry—has freedom in action and beauty all the time. I'm proud to have tested and helped perfect this new Cole suit designed especially for me. I think every girl who swims ought to have one."

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GIRAUD'S ESCAPE CONTINUED

after taking the cattle out into the meadow bordering on Switzerland, would now engage the search party in conversation in front of the barn, trying to hold them there long enough for us to crawl into the structure from behind. We at once left our hideout and approached the barn stealthily over a circuitous route. At last we reached the back door, which we found slightly ajar. We could hear the Germans talking with the farm wife a few feet away. Stealing noiselessly into the windowless building, we groped in the darkness for the ladder leading to a trapdoor in the ceiling, climbed it, raised the trap and found ourselves in a small hayloft. Henri and I managed to close the trapdoor without a creak. We then heard a farm boy come into the stable below and remove the ladder. Outside the Germans were still talking among themselves and with the woman. I could not help reflecting upon the coolness and courage of these humble Alsatian peasant folks, all of whom were conscious of the fact that their lives were at stake, also that two million francs would be theirs in return for information leading to my arrest. With the enemy in their barnyard, they chose to keep watch before my hiding place for five unending hours.

About 6 in the evening the trapdoor was raised slowly, and the man who had warned us on the trail climbed in silently. "All's well, general, so far," he whispered. "The men, with the exception of those actually lining the border, are to go down to the village for supper and be back by 8 p.m. They will be leaving any moment. I am watching them. Be ready to come down when I call you."

About ten minutes later the man called, "On your way, general! I have sent my two kids as lookouts to watch the sentries on the two knolls right and left on the pass. When they raise their berets, you can go."

We climbed down the ladder, crossed the stable and reached the open door of an adjoining room, facing eastward across a clearing.

"You see the bank of the ravine 50 yards away? That's the frontier. Head for the tall fir tree over there, and when you reach the gully, let yourself down quickly. You'll be in Switzerland. Now, look! The kids are raising their caps! That's your signal. Goodby, general!"

After shaking hands hastily I left the thatch-roofed structure and came out in the open. Walking briskly though not running, I crossed the 50 yards of clearing and reached the gully. The drop being sharp, I grabbed a convenient beech limb to break the fall and jumped. The branch broke under my weight and I crash-landed in the gully, none the worse for a few scratches.

I was in Switzerland. I fell on my knees, and from the depth of my soul thanked my saint of predilection, Joan of Arc.



STATE FUNERAL with ceremonial honors was given Giraud after he died in March 1949. Above, his tricolor-draped coffin lies in state in Les Invalides.

World travelers agree: No visit to Chicago is complete without dinner at the Pump Room, in the famous Ambassador East Hotel. Here you're served some of the finest food on earth. And, naturally, Meadow Gold Butter! You can enjoy the delicacy of Meadow Gold Butter in your own home, too. For your neighborhood food store has it. Especially wrapped in aluminum foil. Kept churn-fresh—for you! Now—delight your family with something special, something wonderful. Try a pound of Meadow Gold—today!

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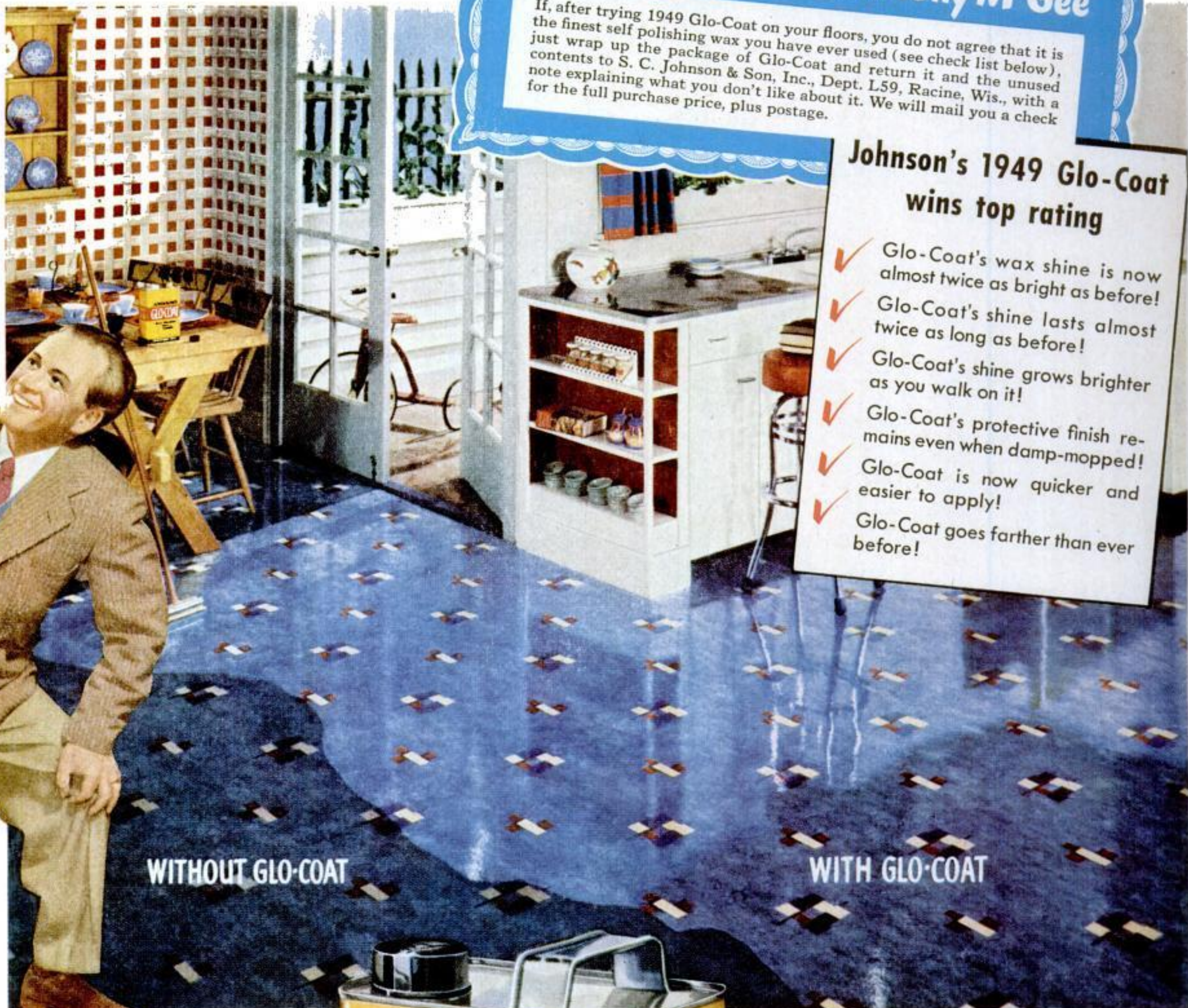


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If, after trying 1949 Glo-Coat on your floors, you do not agree that it is the finest self polishing wax you have ever used (see check list below), just wrap up the package of Glo-Coat and return it and the unused contents to S. C. Johnson & Son, Inc., Dept. L59, Racine, Wis., with a note explaining what you don't like about it. We will mail you a check for the full purchase price, plus postage.

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- ✓ Glo-Coat goes farther than ever before!

You'll hardly believe your eyes! America's finest self polishing wax has been improved! It's now better ... far better ... than ever!

And to urge you to discover this for yourself ... in your own home ... we make this sensational guarantee: Your money back if you don't agree that Johnson's Self Polishing Glo-Coat is the finest self polishing wax you have ever used!

For shimmering beauty, for real wax protection, 1949 Glo-Coat is in a class by itself. Only Glo-Coat can give floors this more lustrous, more durable polish... because only Glo-Coat has this exclusive blend of brighter-shining, longer-wearing, work-saving waxes. Use Glo-Coat on all kinds of floors ... linoleum, varnished wood, asphalt tile, rubber tile. Just apply and let dry. No rubbing or buffing. Don't wait another day to discover the grand new glow in Glo-Coat!



New 1949 Glo-Coat comes in the familiar red and yellow container.

Johnson's Glo-Coat outsells any other floor polish more than 2 to 1

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"GET UP AND WALK, YOU DIRTY NIGGER," SAYS AN ARMY PSYCHIATRIST, AND ANGERS HIS SHELL-SHOCKED NEGRO PATIENT INTO RECOVERING USE OF HIS LEGS

MOVIE OF THE WEEK:

Home of the Brave

An outspoken film is first to break Hollywood's taboo against treating the Negro problem in America

Movies about the conflict between Negroes and whites have always been considered taboo in Hollywood, largely because the studios were afraid exhibitors in the South wouldn't show them. But this year the barriers are down, and no less than four studios have been racing to complete movies whose central characters are Negroes. The first, and probably the bluntest, to appear is *Home of the Brave*, made by Screen Plays Corporation, the aggressive independent company that made its mark with

Champion (LIFE, April 11). Like *Champion*, *Home of the Brave* is inexpensive (\$511,000), uses unfamiliar faces, moves rapidly, is full of suspense and violence and packs considerable wallop.

It tells of five men sent on a dangerous mission on a Japanese-occupied island some time in the last war. One of them is a Negro named Mossy. The mission is successful, but a white boy who is Mossy's best friend is killed. Mossy's legs buckle and he cannot walk. A psychiatrist gets him to walk again

by probing the conflicts and indignities of his past.

The psychiatric treatment is not very convincing, and neither are the scenes of combat that take place in a somewhat moth-eaten studio jungle. The power of the film comes from the simple honesty of the young actors who play the soldiers, the sharp, vigorous direction and mostly from the fact that the script boldly and deliberately uses crude situations and crude words—"nigger," "shine," "boogie"—to expose coldly the folly of race prejudice.

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THINK YOUNG



FEEL YOUNG

NO BELTS
NO PINS
NO PADS
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Are you too conservative? Do you resent changes in manner and methods which younger women are adopting? Why not go along with these women and girls instead of resisting the new ideas?... Take the case of the *Tampax* "internal" method for monthly sanitary protection. This compact, efficient product is very popular in the leading women's colleges. Why should you hang back? Watch the college girls and learn!

Tampax has so many good points it's hard to know where to begin. Invented by a doctor for "internal absorption," Tampax is only one-ninth the bulk of the external kind. Of course you can discard belts, pins and outside pads. No odor — no disposal problems. Tampax cannot cause a single bulge or wrinkle under a dress.

Made of pure surgical absorbent cotton, Tampax is daintily inserted by patented one-time-use applicators. You cannot even feel it when in place. Can be worn in tub or shower. Average month's supply slips into purse. Sold at drug and notion counters in 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States.... Tampax Incorporated, Palmer, Mass.



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by the Journal of the American Medical Association
TAMPAX INCORPORATED LFE-23-59-K
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

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"Home of the Brave" CONTINUED



MOSSY AND FINCH (James Edwards and Lloyd Bridges), two old friends from schooldays, quietly talk over the past as they take some rest in the jungle.

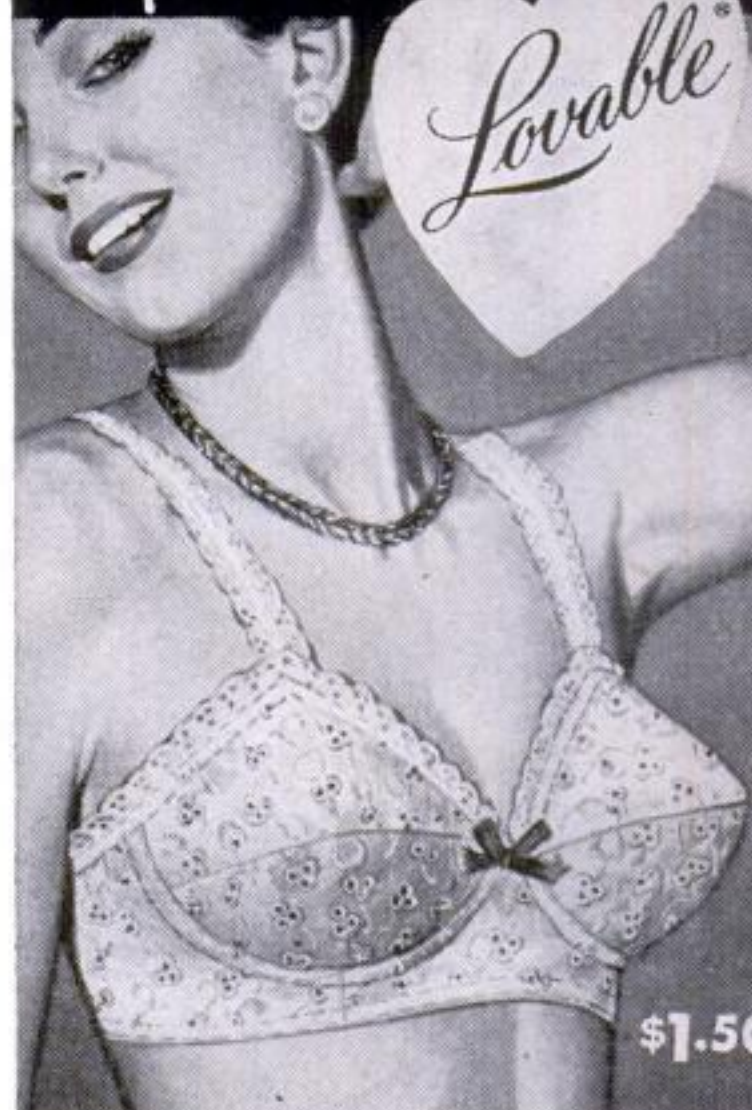


FINCH LIES DYING in Mossy's arms after being shot by a sniper. Despite himself Mossy feels a thrill of joy that he is not the one who got the bullet.



MOSSY'S LEGS FAIL as he tries to rise beside Finch's body. Shock of guilt at having felt glad that his buddy was shot paralyzes him from the waist down.

Eyelets have IT!



\$1.50

So fresh and pretty! Low-neckline style to wear with plunging dresses; gives perfect uplift, alluring curves.

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CONTINUED ON PAGE 145

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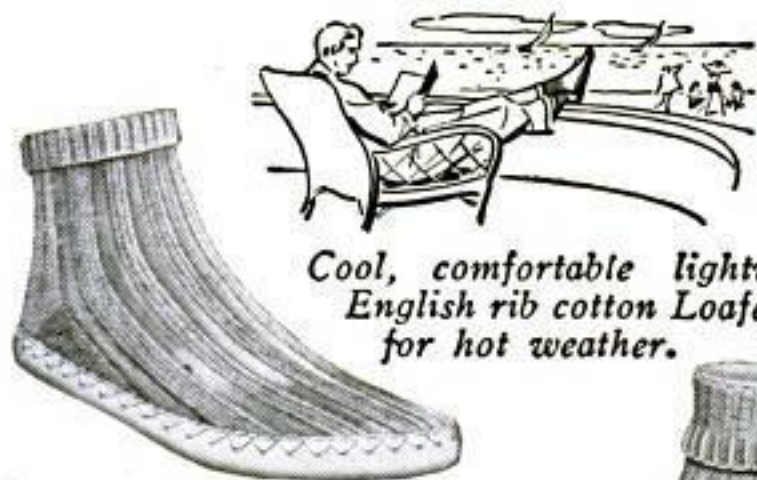
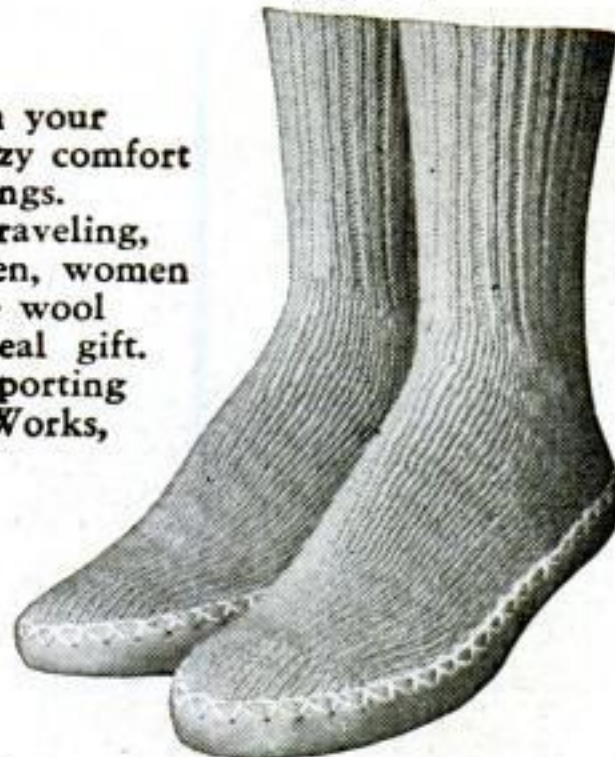
Genuine Loafer Sox by Ripon



Include a pair of this famous footwear in your vacation duffle and you'll enjoy their cozy comfort on those chilly vacation mornings and evenings.

Wear them after a day outdoors, for traveling, cabin, Pullman, trailer, etc. Styles for men, women and children in beautiful colors of soft pure wool with glove leather soles. Makes an ideal gift.

Priced at \$2.95 at department, men's, sporting goods and shoe stores. Ripon Knitting Works, Ripon, Wisconsin.



Cool, comfortable lightweight English rib cotton Loafer Sox for hot weather.



Beauty and comfort in a gay colorful deluxe style for ladies and girls



Beloved Mickey Mouse knitted in gay, contrasting colors for children of all ages.



Wool Hosiery, Gloves and Mittens • Leather Gloves and Mittens

she wants boxes of this candy

Flavour

Michigan Mints

Cool as a Lake Breeze

in one pound gift boxes

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35% of all
AUTOMOBILE TIRES
bought in the U.S.

in six months were bought by

LIFE reading families

(From a study by the Market Research Company of America)



"One more bowl of Wheaties, Captain, and we're gonna beat the record of the Robert E. Lee!"

Now that's settled, who'll win this year's National League batting crown? Ashburn? Dark? Musial? Holmes? Slaughter? All have eaten Wheaties seven

years and more! Famous training dish... Wheaties, 100% whole wheat flakes, with milk and fruit. Second helping good. Wheaties, "Breakfast of Champions"!

"Home of the Brave" CONTINUED



MOSSY'S CURE BEGINS as he is wheeled in to be treated by an Army psychiatrist at a base hospital. The doctor digs deep into his past life to bring up to the surface all the insecurity that any Negro feels in a white man's world.



MOSSY'S CURE ENDS when he learns from a maimed friend (Frank Lovejoy) that all soldiers are glad on seeing someone else killed instead of themselves. Mossy finally realizes that despite his color he is no different from other men.

it's daring



it's audacious



it's the **bolder look**
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shirts



You never know what results you'll get until you try!
If you're the kind of a guy who shrinks from a violet or shies from a sky blue shirt—just try one with your dark blue suit and see what happens. For the Bold Look is an air, an attitude, a spirit of bravado. It's reflected in clear bright colors—11 of them and white. It's evident in the wide spread collar, in the half-inch stitching, in the extra wide center pleat, that distinguish this new Van Heusen shirt.
The quality's Van Heusen too: magic seamanship; laboratory-tested fabrics—you get a new shirt free if your Van Heusen shrinks out of size!

The Van Bold Shirt, French or single cuffs, \$3.95

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Party Fare: Biscuit Fans—rich baking powder dough spread with jam, folded lengthwise, cut in 3½ inch pieces, and slashed. The pretty Narcissus Sandwiches are simple—cut enriched bread with fancy cutters; spread with cream cheese; dip centers in paprika and attach with toothpicks.

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An important vitamin for children's growth

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FOOD ENERGY

To maintain proper weight and vitality

Variations galore... but always

There's 6-way nourishment in ***ENRICHED BREAD and FLOUR***



SERVE PLENTY OF BREADS EVERY DAY. So economical, and delicious so many ways. Look for the panel that says "Enriched" on the wrappers of the white bread that you buy.

Think about all the wonderful things made from white flour... golden-crust loaves of bread, feathery hot biscuits, stacks of nut-brown pancakes, tender rolls and airy muffins fragrant from the oven. The delectable list would stretch from breakfast to midnight.

You used to enjoy these foods just because

they tasted good and filled you up. But see these flags... the story *they* tell! Modern *enriched* bread and flour give you *6-way nourishment* with every delicious bite... six real contributions to the all-round balanced diet you and your family need for buoyant vitality and health.

"IS BREAD FATTENING?" Not a bit more so than any other food of equal energy content. Nutritionists point out that the carbohydrates of bread are easily converted into energy which is then used by the body as needed.

WHEAT FLOUR INSTITUTE

The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Copr. 1949 by Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.



SUCH TEMPTING VARIETY at your baker's. Mouth-watering rolls, breads, cookies. Ask whether they're enriched when you buy... that added 6-way nourishment is mighty important!



"RIGHT OUT OF THE OVEN"...those flavorful biscuits, muffins, cookies and pies that win cheers from your family and guests. Always buy flour labeled "Enriched" for better nutrition.



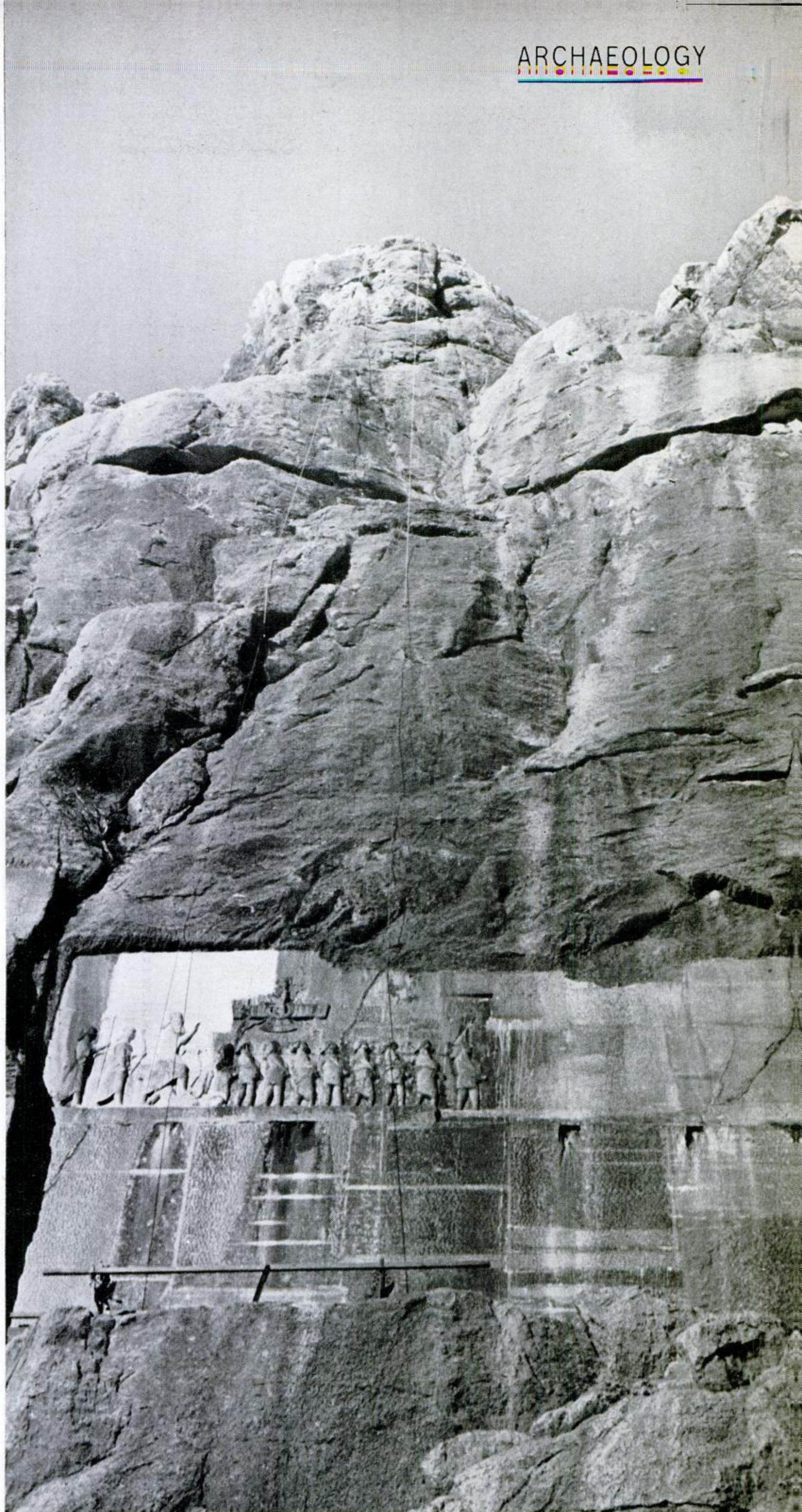
DR. CAMERON EXAMINES RUBBER MOLD OF CARVINGS

THE TESTAMENT OF DARIUS THE GREAT

It is a key to extinct languages

Carved on a limestone cliff high above the village of Behistun, in Iran, there is an immense inscription which is the personal testament of Darius the Great, self-styled "King of Kings, King of Many Lands." For 24 centuries this monument of words and sculptures has dominated the valley where caravans once passed on the long journey from Babylon to the ancient Persian capital of Ecbatana. Its heroic carvings proclaim the power of Darius; and its rock-cut script preserves the story of his reign. Darius here describes in his own words the unification of his large and polyglot empire. He tells of his cruel triumph over the 10 rebel princes who tried to oppose him and details the tortures he imposed: "Phraortes, seized, was led to me; I cut off his nose and ears and I put out one eye. Afterward, I put him on a cross at Ecbatana." Yet Darius would have it known that he was also an honorable and religious man, for he credits his success to his god Ahura Mazda and to the fact that he was "neither a liar nor a wrongdoer."

To make sure that his words would be known throughout the Near Eastern world, Darius had his story inscribed in three different languages. Because of this the inscription has become the key to the dead languages of Western Asia, for when one of the languages was known, the others could be decoded. But despite its linguistic importance few scholars ever got close enough to read the great inscription and none was able to copy the whole of it. Then last winter Dr. George Cameron of the University of Michigan and the American Schools of Oriental Research applied steeple-jack methods to cover and make impressions of the still uncopied surface. By studying these Dr. Cameron will be able to check the accuracy of the older translations and to fill their many gaps. In his precarious exploration of the cliff face he also solved the mystery of how the carvings were put in such an inaccessible spot: King Darius' workmen had carved a pathway in the rock, then chipped it away when they were done to safeguard the inscription.



BEHISTUN INSCRIPTIONS, photographed with telescopic lens, surround sculptured figures of 10 captive

princes, who face Darius and two weapon bearers (left). The previously undeciphered text is at right of carvings.

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*Boat and bus tours.

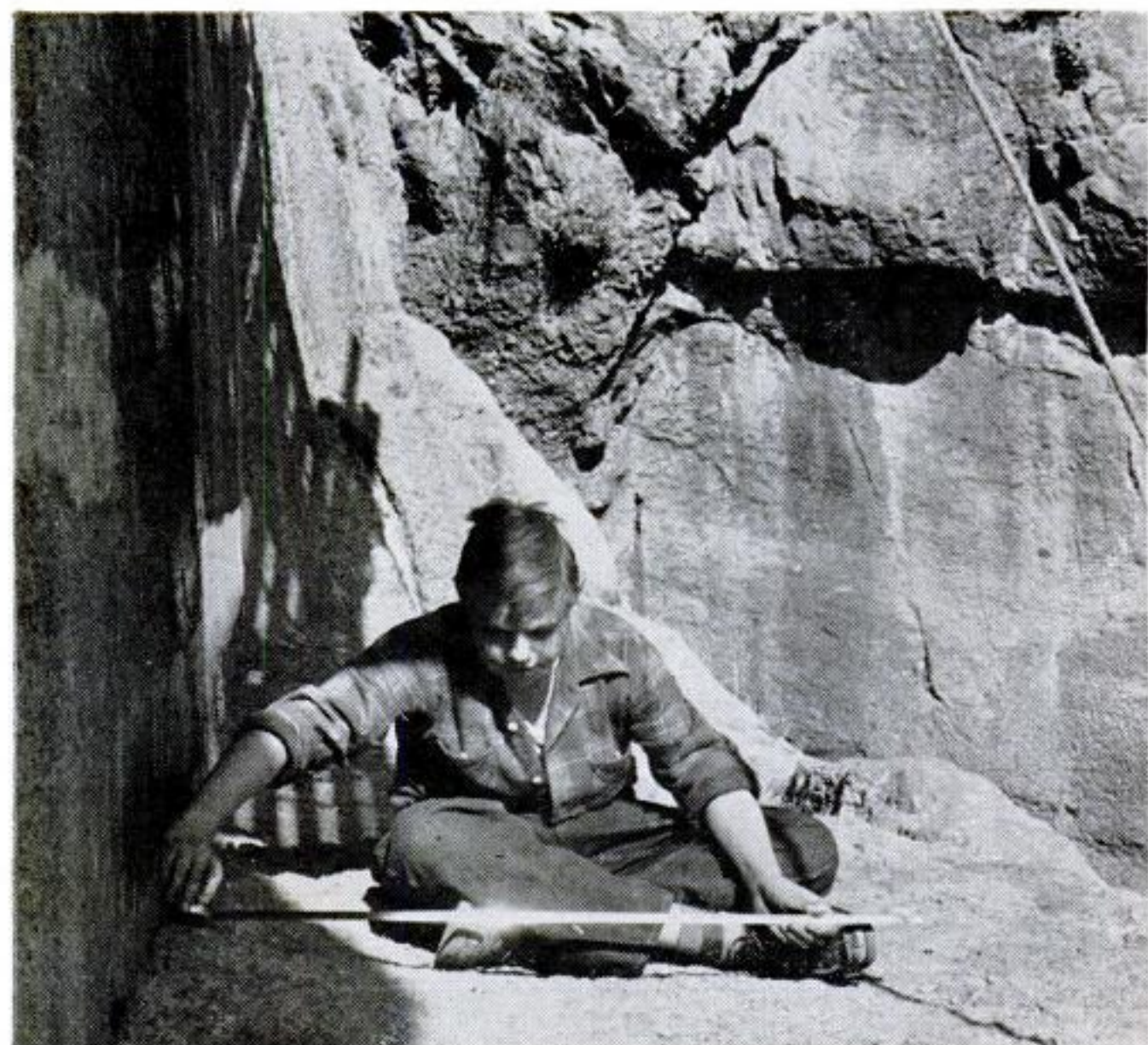
Testament of Darius CONTINUED



THIRTY-FOOT LADDER reaches to narrow ledge which led to upper part of original cliff-cut path. Lower part of path was destroyed by Darius' men.



MANNING WINCHES for first ascent of scaffold, Dr. Cameron is aided by his 15-year-old son Tom (right). All native workers but one refused to go along.



ANCIENT PATH is measured by Tom Cameron at the point where it ended just beneath the great inscription. All but 40 feet of path had been cut away.

CONTINUED ON PAGE 152

HERE COMES fun!

here comes beauty

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Model 59L12 (left, below)—AC/DC or battery operated. Maroon or black with bronze-gold metal grille and trim. . . . **\$29⁹⁵**
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White with green, blue or brown
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*Fabric shrinkage no more than 1%

Testament of Darius CONTINUED



PORTRAIT OF DARIUS shows damage from the vandals' bullets. Strange beard, Dr. Cameron found, was carved separately, then attached with pegs.

DARIUS PUT CURSE ON VANDALS

The Behistun carvings have survived 2,400 years without extensive damage from erosion. But recently pot shots of passing riflemen have marred the figures, and many of the details now safely recorded by Dr. Cameron's casts may soon be destroyed. Darius himself anticipated such vandalism and tried to prevent it by invoking a formidable curse against defacers of his inscriptions: "If thou shalt . . . destroy them . . . may Ahura Mazda be a smiter unto thee, may there be no family unto thee, and whatever thou shalt do, this let Ahura Mazda destroy."



MAIN CARVING shows Darius, backed by his henchmen, raising a hand in worship to god Ahura Mazda (center) as captive princes stand tied before him.

Stomach UPSET?



Take soothing
**Pepto-
Bismol**
and feel good again!

PEPTO-BISMOL IS GENTLE. It spreads a soothing, protective coating on irritated stomach and intestinal walls.

1. Helps calm and quiet the upset
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Ask your druggist for pleasant tasting Pepto-Bismol, for gentle yet fast relief.

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never touches hands. Squeeze
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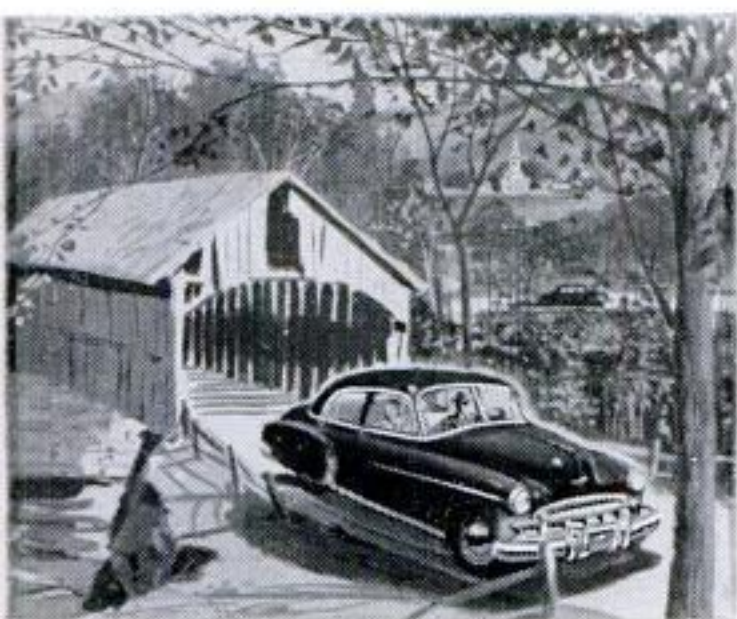
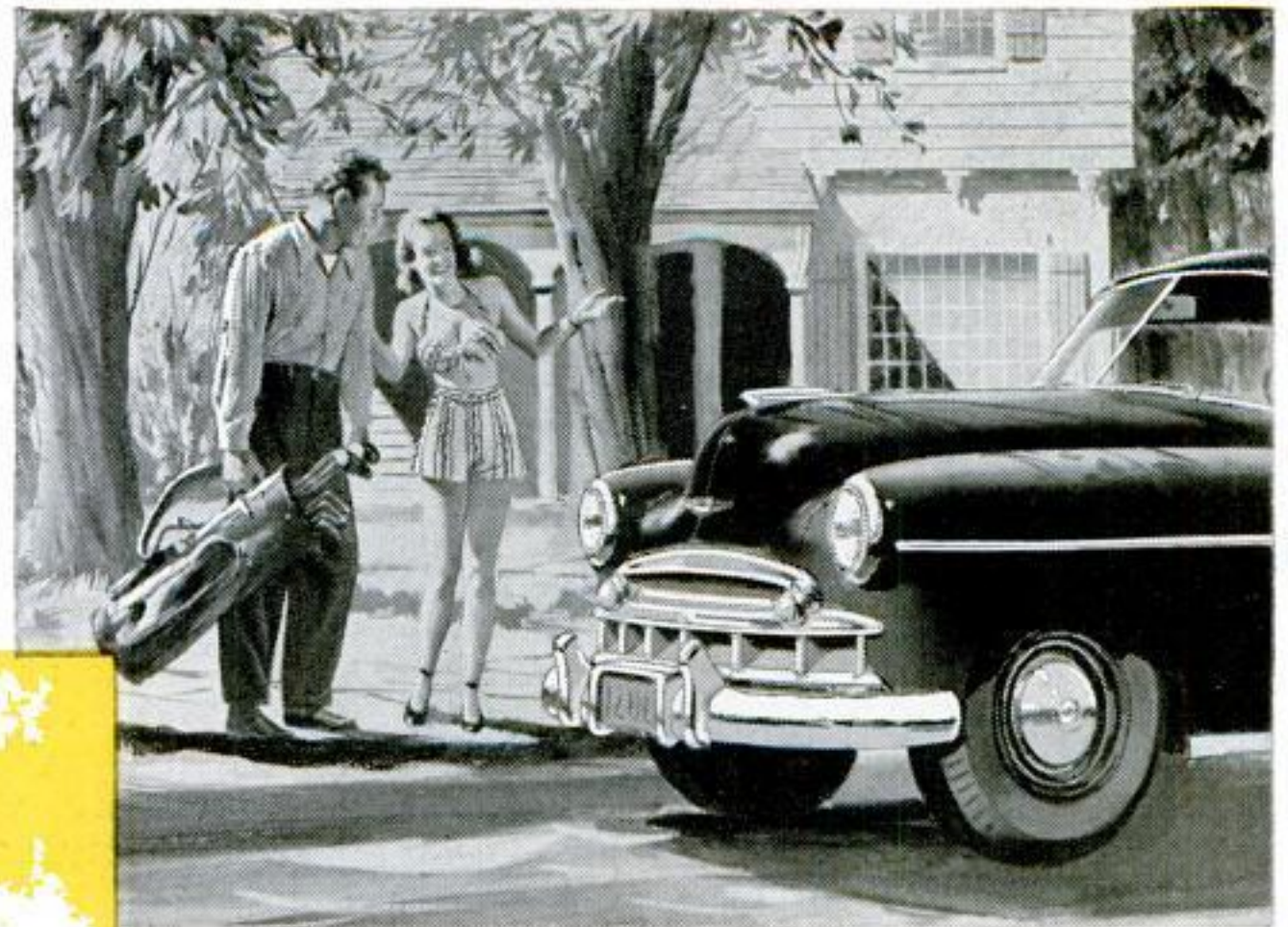
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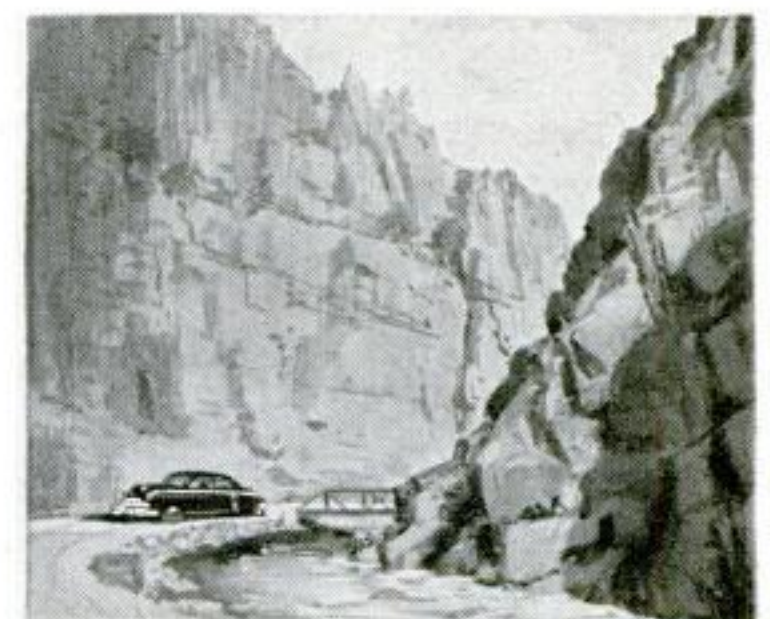
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Yes, at home or away on a vacation, you can have a new Chevrolet or other fine car as private as your own always available. At home—or away on business—it means more calls—faster. If you are driving for pleasure, it means you can go more places—see far more—have much more fun. Hertz is the only nation-wide rent-a-car system operating in nearly 400 cities throughout United States, Hawaii, Cuba, Puerto Rico and Canada. Hertz Driv-Ur-Self cars are available in most principal resort areas.

For complete information call your local Hertz station listed under "H", "Hertz Driv-Ur-Self", in your telephone directory. For free directory of all Hertz stations and full information write Hertz Driv-Ur-Self System, Inc., Dept. 259, 218 South Wabash Avenue, Chicago 4, Illinois.

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PIERRE MONTEUX ON PODIUM CLASPS HANDS, LOOKS FONDLY OVER ORCHESTRA



BACKSTAGE AFTER HIS CONCERTS HE KISSES HIS ADMIRERS YOUNG AND OLD

Life Visits

Tombola climaxes 14-year-old love affair between

For 14 years an open love affair has been going on between the people of San Francisco and their venerable, walrus-mustached, supremely gifted orchestra leader, Pierre Monteux. The affair reached a climax recently when a gigantic tombola (a glorified raffle) was held for Monteux in the cavernous Civic Auditorium. Seven thousand people were on hand to display their affection for the conductor, eat a concoction of sponge cake, ice cream, raspberry melba sauce, nuts and brandy known as Surprise Monteux and raise about \$49,000 for the





AS THEY RUSH TO CONGRATULATE HIM. HEARTIEST LAST KISS IS FOR HIS WIFE

Pierre Monteux

the city of San Francisco and its great conductor

orchestra's contingency fund. Monteux, who is short (5 feet 5 inches), fat (185 pounds) and ebullient, ate with great gusto, talked away in his thick French accent and charmed everyone as usual. He is 74 years old now, but he intends to go on conducting for years and years—until he is 109, he says. If he does, it will almost certainly be in San Francisco where 14 years ago the fine orchestra he now conducts consisted of only "a few very bad players and \$12,000" and where today he is so well known that the taxi drivers address him as "Pierre."



MONTEUX AND MRS. ARMSBY, who brought him to San Francisco in 1935, sit happily before city street signs at the tombola while the orchestra plays on the stage against a backdrop of the city's bridges. The evening's program included light classical music, a ballet and raffling off dozens of prizes, including a television set and a mink cape.

← **MONTEUX ENTERS TOMBOLA BETWEEN ROWS OF CANDLE-BEARING DEBUTANTES**

New Keds Booster!



- ★ Sturdy duck upper
- ★ Lightweight cork mid-sole
- ★ Thick crepe rubber sole
- ★ Shockproof insole

Handsome! That's this casual shoe. And such easy, springy walking, each cool footstep might be carpeted with turf. Booster is so light, it actually floats on water. Popular summer colors in sizes for dad and the boys.

U.S. Keds
The Shoe of Champions
THEY WASH!

See Keds on "Lucky Pup"—Television—CBS Friday Evenings



UNITED STATES RUBBER COMPANY • Serving Through Science
Rockefeller Center, New York



DESIGNED
FROM A MAN'S
POINT OF
VIEW

YOU'LL BE A
Sea Goddess
IN "SUN SPOTS"

You're a dazzler . . . the brightest thing on the horizon in your new Sea Goddess maillot woven by Hafner of shimmering Acetate satin Eastex yarn. White with red, blue, green or black woven dots. Sizes 32-38. About \$12.95 At better stores.

A Sea Goddess ORIGINAL

FREE:
Write Dept. K
for our new
style booklet,
"In the Swim
for '49"

Shepherd KNITWEAR CO., Inc., 1410 BROADWAY, NEW YORK 18
Sea Goddess Swim Fashions • Shepherd Sweaters • Cruise-Aid T-Shirts

Monteux CONTINUED

MONTEUX HAS THREE AUDIENCES



ON THURSDAY "the kids," as Monteux describes them, come to hear him. Mostly students, they give the maestro a noisy greeting as he walks to podium.



ON FRIDAY "the ladies" come and make up the most social audience. Their greeting, though warmly affectionate, is more decorous than that of the kids.



ON SATURDAY "the connoisseurs"—the term is also Monteux's—show up. Devoted music lovers, they follow everything closely, rarely miss a concert.

CONTINUED ON PAGE 159

Served to
Mr. & Mrs. Jean Hersholt
IN THEIR
BEVERLY HILLS HOME



YOU HEAR IT EVERYWHERE...

**"finest beer served
...anywhere!"**

THE REASON:

33 FINE BREWS BLENDED INTO ONE GREAT BEER



Internationally
Famous

**Pabst
Blue Ribbon**

TUNE IN the Eddie Cantor show every Friday night over NBC • Copr. 1949, Pabst Brewing Company, Milwaukee, Wisconsin

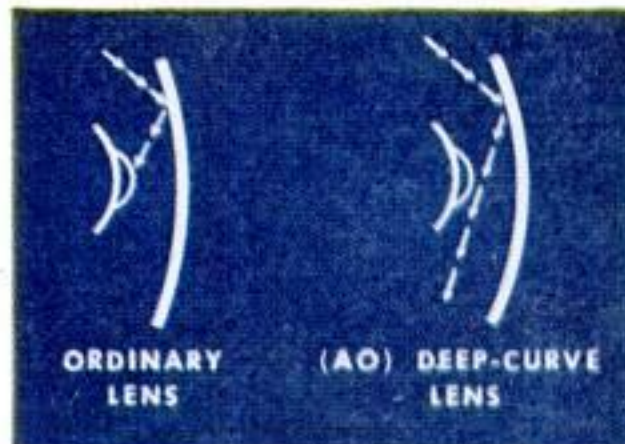
Now... CURVED for Double Protection!



POLAROID* SUN GLASSES

1. NEW DEEP CURVE does away with back reflections!

Now, for the first time, AO Polaroid Sun Glasses have a deep optical curve—a "curvier" curve that detours most annoying back reflections away from your eyes! And AO Polaroid lenses are free from distortion, whether you are looking straight ahead or diagonally through them.



Beach Fashions by COLE of CALIFORNIA

40% lighter in weight! The new AO Polaroid Sun Glasses are so light you hardly know you're wearing them! And they're virtually shatterproof! There's nothing else like them under the sun! Choose just the right color and style of frame when you buy your new AO Polaroid Sun Glasses.

American  Optical

COMPANY

2. UNIQUE POLAROID PRINCIPLE wipes out reflected glare!



All AO Polaroid Sun Glasses banish the blinding discomfort caused by *reflected* glare from bright surfaces such as snow, pavement, water or sand. Only Polaroid Sun Glasses can do this for you! And you see unsuspected details clearly, with colors in true values.

*© Polaroid Corp.

*SMART STYLES and
NEWEST COLORS for
Sports - Beach
Driving - Town and Country*



Handsome is—as handsome does! New crystal, red or blue frame—new unique AO deep-curve Polaroid plastic lenses! Small, medium and large.



Sportglas. Smartly made of sturdy Polaroid plastic film in gay colors for you people with young ideas. Comfortable, featherlight, virtually shatterproof.



Wear prescription glasses? Clip on these amazing zephyr-light pew curved AO Polaroid Fits-Ons. The Polaroid lenses kill glare—and are virtually shatterproof!

AO Polaroid Sun Glasses with plastic or glass lenses for men and women: \$1.69 to \$2.95.



MR. AND MRS. MONTEUX play Chinese checkers diligently and for past five years have kept yearly score. Each year loser buys something for winner. Last year Mrs. Monteux won a fox stole. Her husband has yet to win anything.



NIGHTLY READINGS by Mrs. Monteux wind up the maestro's day. "As he's gotten older," says Mrs. Monteux of her husband, "he loves me to read from the Bible. I bet I've read the book of Isaiah to him at least 20 times."



AFTERNOON WALK with Fifi, their toy poodle, is managed by the maestro as often as possible. "I like the sight of San Francisco," he says. "I like the climate. I like the cable cars. I will even go so far as to say I like the fog."

SARAN

SCREEN

no rusting!

no sagging!

no painting!



For superior screen performance, and distinctive beauty, it's screen woven of saran! Saran's pliant strength keeps screens tight and smooth, without unsightly denting, sagging or bulging. Rust-proof saran saves painted surfaces from disfiguring stains . . . and built-in color eliminates the need for painting saran screen. You'll thoroughly enjoy the advantages of this all-purpose screening that gives you maximum comfort with a minimum of upkeep care. When you select screening, be sure to specify screen woven of saran.

Plastics Division, Dept. SC-3
THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

DOW
plastics



BEHIND HIS TINY GAUZE-CURTAINED STAGE, BURR TILLSTROM MANIPULATES HIS PUPPETS AS THE SHOW'S ONLY ON-STAGE HUMAN, FRAN ALLISON, TALKS TO THEM



TO WATCH OPERATION, Tillstrom uses backstage TV screen on which he sees how puppets look to camera.

KUKLA, FRAN AND OLLIE

TV's best puppet show has a bald boy, a blonde, a one-toothed dragon

The young man with the crew haircut above is masterminding what has become, in a little over a year and with a cast of only one visible human, one of the most popular of all TV programs. Called *Kukla, Fran and Ollie* (NBC-TV 7 p.m. E.D.T., Monday-Friday) after its principal characters, it is a children's puppet show whose audience is about 60% adult. Like Bergen's old Charlie McCarthy program, its charm lies in the complete credibility with which the show's creator, a 31-year-old bachelor named Burr Tillstrom, has endowed his hand-manipulated characters. Kukla (from the Greek word for doll) is an earnest, strangely bald youngster, always in trouble, mostly through the antics

of an irresponsible, one-toothed dragon named Ollie, whose ancestors lost their fire-breathing apparatus after swallowing a quantity of sea water swimming the Hellespont. Fran, the show's only visible human, is a quick-witted ex-schoolteacher named Frances Allison, who carries on amiable, highly reasonable conversations with the puppets.

The show's gentle spontaneity arises from the fact that all dialog is ad-libbed by Tillstrom and Fran. Tillstrom speaks for and manipulates seven other puppets on the show besides Kukla and Ollie. By now he has made his characters so credible that once when Kukla blew his nose on the theater curtain, worried fans sent in 250 handkerchiefs.

CONTINUED ON PAGE 162

AT LAST-

FASHION and SCIENCE bring YOU



Just place them
Press them
and forget them!

Perfect support, greater comfort, new allure!

Send today for

Enchanting Poses

TRADE MARK. PATENTS PENDING U.S. PAT. OFFICE

NO STRAPS! NO STAYS! NO WIRES!

Gay, featherlight, lovely as flowers and comfortable as your skin, Poses come to America to add new glamour to your dress and figure. *Better than a bra for underdress wear*, cool and comfortable Poses mold and hold without binding and confining straps, wires or stays. *Better than halter for sportswear*, safe and slightly Poses positively will not slip out of place, let you tan evenly on back and shoulders, allow you glorious new freedom of movement! *And they're on in a second*. Just place them for the height and division you desire, press the edge with a forefinger, *voilà*—enjoy security, support, smartness you've never known before! And that's not all! Miraculous Poses will stay firmly in place for days, if necessary, yet are instantly removable—and science has seen to it that *no irritation to normal skin occurs* and *no sticky residue* is left. Wear Poses whenever you want to look and feel your best—for strenuous sports or lazy sunning, for a perfect contour under daytime frocks, for a smart idea in evening dress. Order today—and remember—incomparable Poses are not yet available in stores, *you must use the coupon below* to get these enchanting and *practical* new necessities of a smart wardrobe. Get them in several colors. At this introductory price you can easily afford Poses for every costume and occasion.

Edison Distributing Co., Inc., 2508 Guardian Bldg., Detroit 26, Mich.
Sole American Source

Ideal for swimming

—Dive and swim with a delightful new upper body freedom. Poses cannot chafe, are sunfast, washable as a hanky, and even day long soaking will not affect their hold-fast feature!

A new note in evening wear

—Poses are perfect for strapless, backless evening gowns, permit fascinating new effects with new sheer fabrics.



Perfect for sports—You'll be pretty as a picture and free as a bird in Poses. No straps across shoulders or back—yet nothing can displace them until *you* want them off!

Materials used for Poses are made under one or more of the following U. S. Patent Numbers: 1892123, 1937861, 323336, 2347211, 2410053. Other patents pending.

Introductory price **\$1.50** PER SET

In lovely pastels and black or white piqué. All colors shown also available for underdress wear in Rayon Satin for

\$1.98

PRICES INCLUDE TWO REPLACEABLE PLASTAPS (PATENTS PENDING)

Please write below your size — A (small), B (medium), C (large), J (junior) — whether P (Piqué) or S (Satin) and number of sets of each.

SIZE	SIZE	SIZE	SIZE	SIZE	SIZE	SIZE	SIZE	SIZE	SIZE
No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC	No. SETS & FABRIC

EDISON DISTRIBUTING COMPANY, Inc., 2508 Guardian Building, Detroit 26, Michigan—Sole American Source
(Coupon orders filled only in U.S.A.)

Please send me _____ sets of Poses
\$ _____ enclosed. We pay postage.
Send C.O.D. You pay postage.
Check _____ Money Order _____

Your Name _____ City _____

Street Number _____ State _____

Guaranteed to perform as advertised or money back. Choice of size and color are your responsibility.



hot rolls are heavenly with **SIoux BEE HONEY**

● Such rolls . . . bubble-light, golden brown, so easy to make with Pillsbury Hot Roll Mix!

And such honey . . . Sioux Bee . . . delicately sweet . . . mellow and flavorful . . . and sparkling clear and pure!

Yes, Sioux Bee Honey is heavenly on hot rolls . . . and on waffles and griddle cakes, too. And so is Sioux Bee Honey-Creme, the crystalized pure honey that spreads like butter.

For finest honey, always ask for Sioux Bee, the honey whose quality is patrolled and controlled by the world's largest honey packers. Just say "Sue Bee"!

write for free booklet...

containing 93 unusual honey recipes. You'll discover that Sioux Bee is a wonderful *cooking* sweet, too. Address Sioux Honey Association, Dept. LM-59, Sioux City, Iowa.



For delicious hot rolls, just follow recipes on the package.



for finest honey.....

...say "Sue Bee"

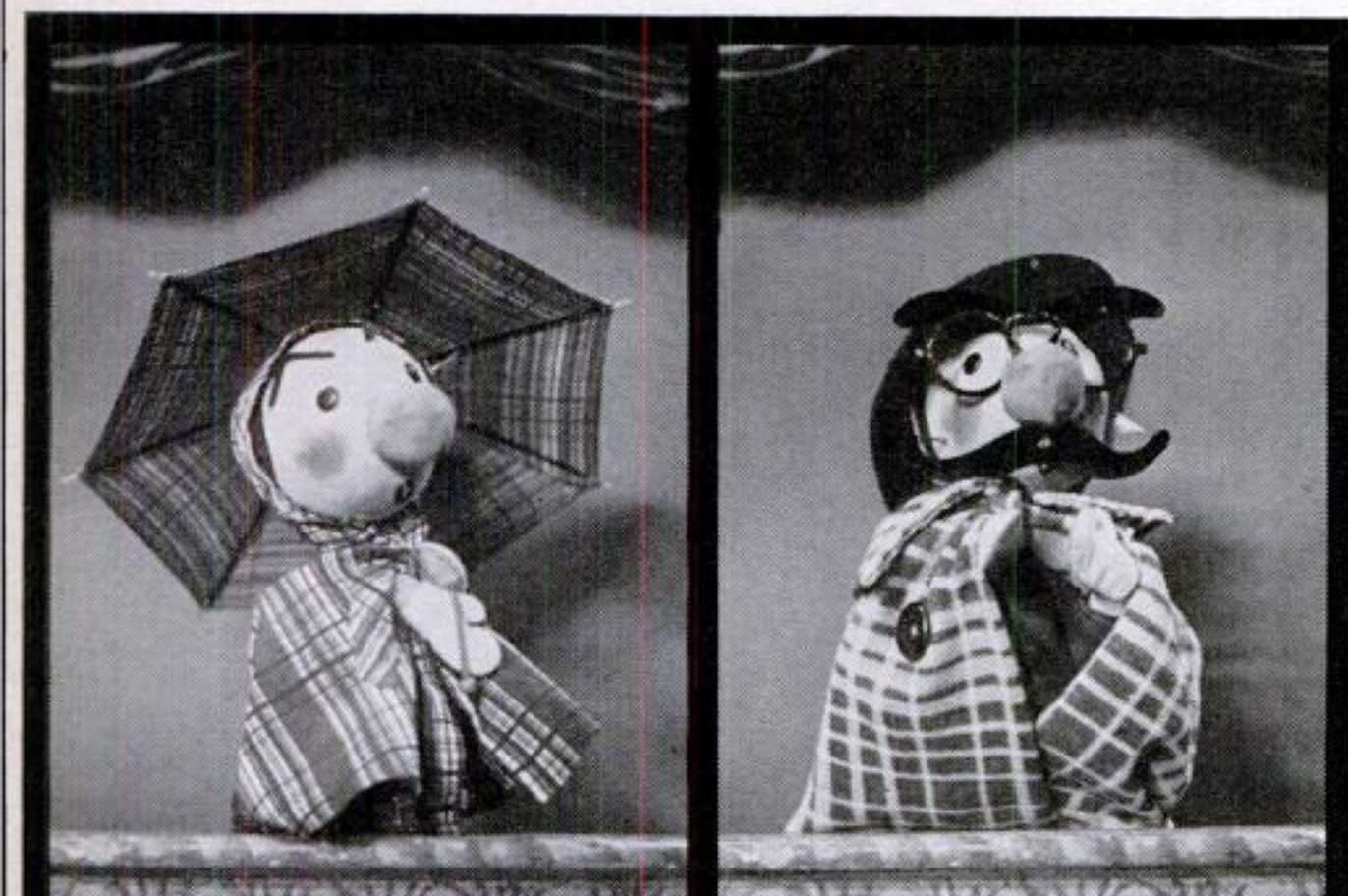


Sioux Bee Honey comes in 8-oz., 1-lb., and 2-lb. jars; also, in some localities, in 1-lb. dripless serving pitchers.

SIoux HONEY ASSOCIATION
SIoux CITY • IOWA

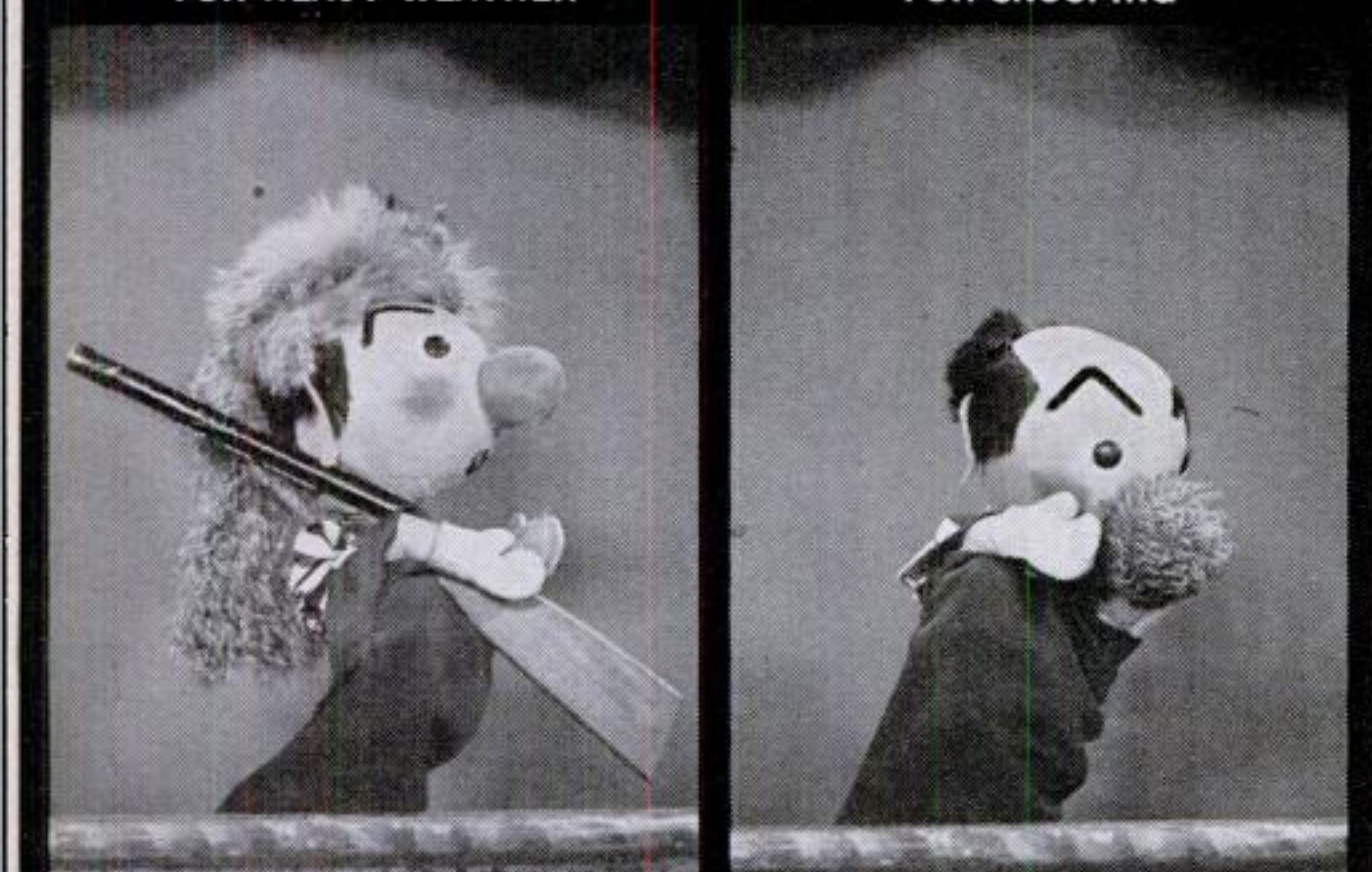


THE TRIO explores the baby-sitting problem. Dressed as babies, Kukla and Fran try to outsmart stern baby-sitter Ollie who quickly squelches all their childish capers. Then they wind up mournfully singing *The Baby-Sitter's Blues*.



FOR HEAVY WEATHER

FOR SNOOPING



DANIEL BOONE

NOSE SNOOD



GEORGE WASHINGTON

NANKI-POO

KUKLA'S VARIED COSTUMES, which match his versatile characterizations, range from Sherlock Holmes get-up to *Mikado* garb. The nose snood was knitted by an admirer who feared Kukla's nose might freeze in bad weather.

CONTINUED ON NEXT PAGE



STYLE 8705

***This is
a fine shoe
for summer enjoyment***

for **STYLE** • for **COMFORT** • for **WEAR**

Hot day . . . but your feet feel like stealing third in Johnsonians! Here's fine leather, superbly styled for extra miles of cool good grooming . . . at a price that never pinches! Let your feet sell you, at your dealer's!

Endicott Johnson Corporation, Endicott 1, N. Y.,
St. Louis 2, Mo., New York 13, N.Y. **\$8.95**

some styles higher

Johnsonian
"THE SMARTEST SHOES ON THE SQUARE"



And for boys,
Johnsonian Jrs.

FAR AND AWAY THE MOST IMPORTANT CONTRIBUTION
TO YOUR GAME IN YEARS

IT'S THE Isotropic METHOD OF GOLF BALL CONSTRUCTION

—the greatest golf ball development
since the advent of the wound ball.

Revolutionary new Wilson *Isotropic* process gives golf balls *dynamic balance* . . . and new high compression performance. They're the sensational Wilson Top Notch and K-28 balls.

The instant you hit one of these balls you "feel" the difference. Its sharp, distinctive click tells you it's a super high compression *distance* ball. And because each ball has *dynamic balance*, it flies true —rolls true.

NEW Quicker-acting, one-piece, thin-wall, all-liquid center.

NEW Electric-eye-controlled higher tension winding with new, livelier rubber thread.

NEW Thin, resilient, tougher cover.

NEW High compression distance performance.

NEW Dynamic balance flight and roll accuracy.

NEW Thrills for you on every round.

Performance proved by world's largest staff of golf experts

In a series of "blind ball" driving and playing tests of Wilson *Isotropic* constructed balls—with other balls of widely publicized types of construction—by star players of the famous Wilson Golf Advisory Staff*, the winning ball in each test was of Wilson *Isotropic* construction.

Make your own tests your own way. Test one of these Wilson balls against any other type of golf ball. Your verdict will be Wilson, too. Ask for Top Notch at your pro's shop; K-28 at leading sporting goods and department stores.

*A staff of 21 outstanding championship tournament players retained by Wilson for the advancement of golf and the development of golf equipment

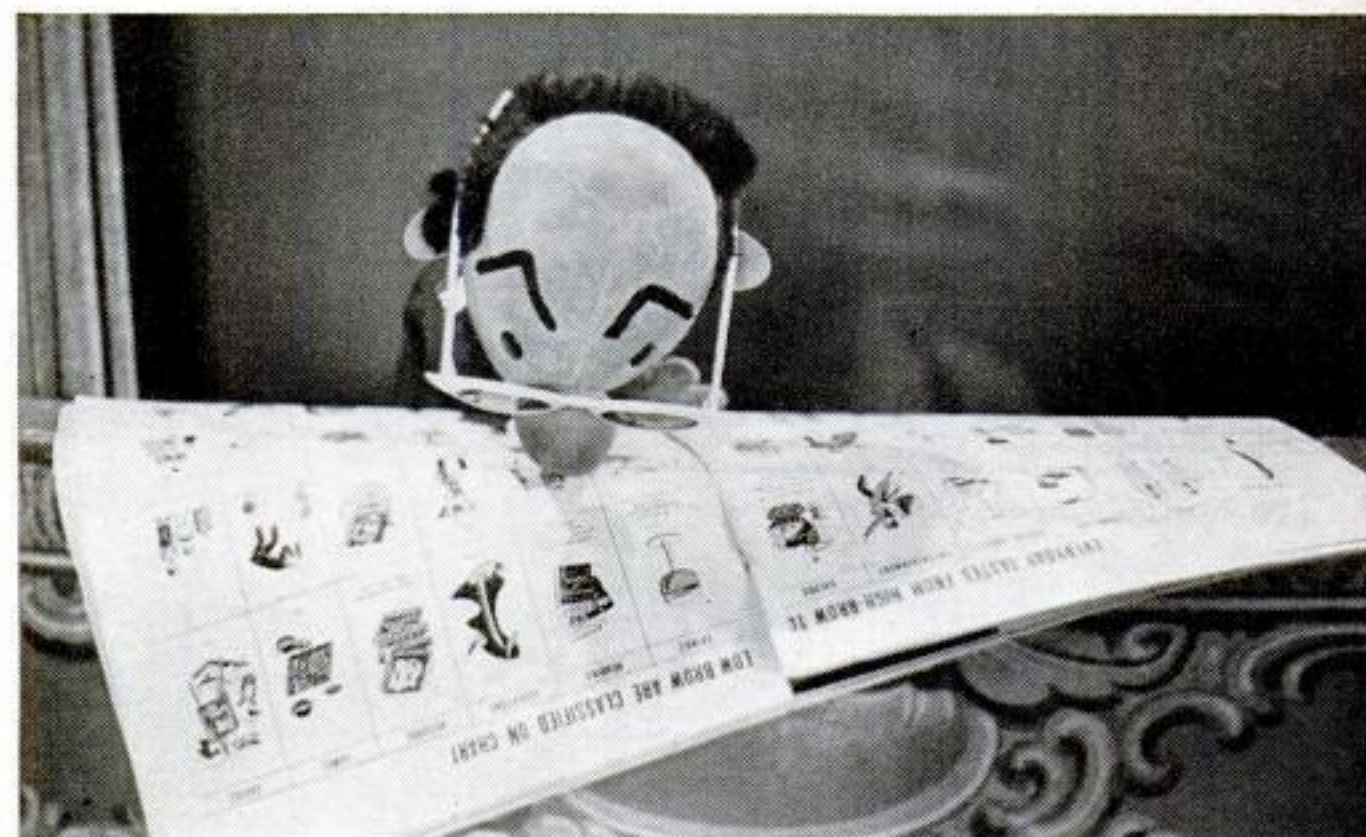
WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

Branch offices in New York, San Francisco and other principal cities

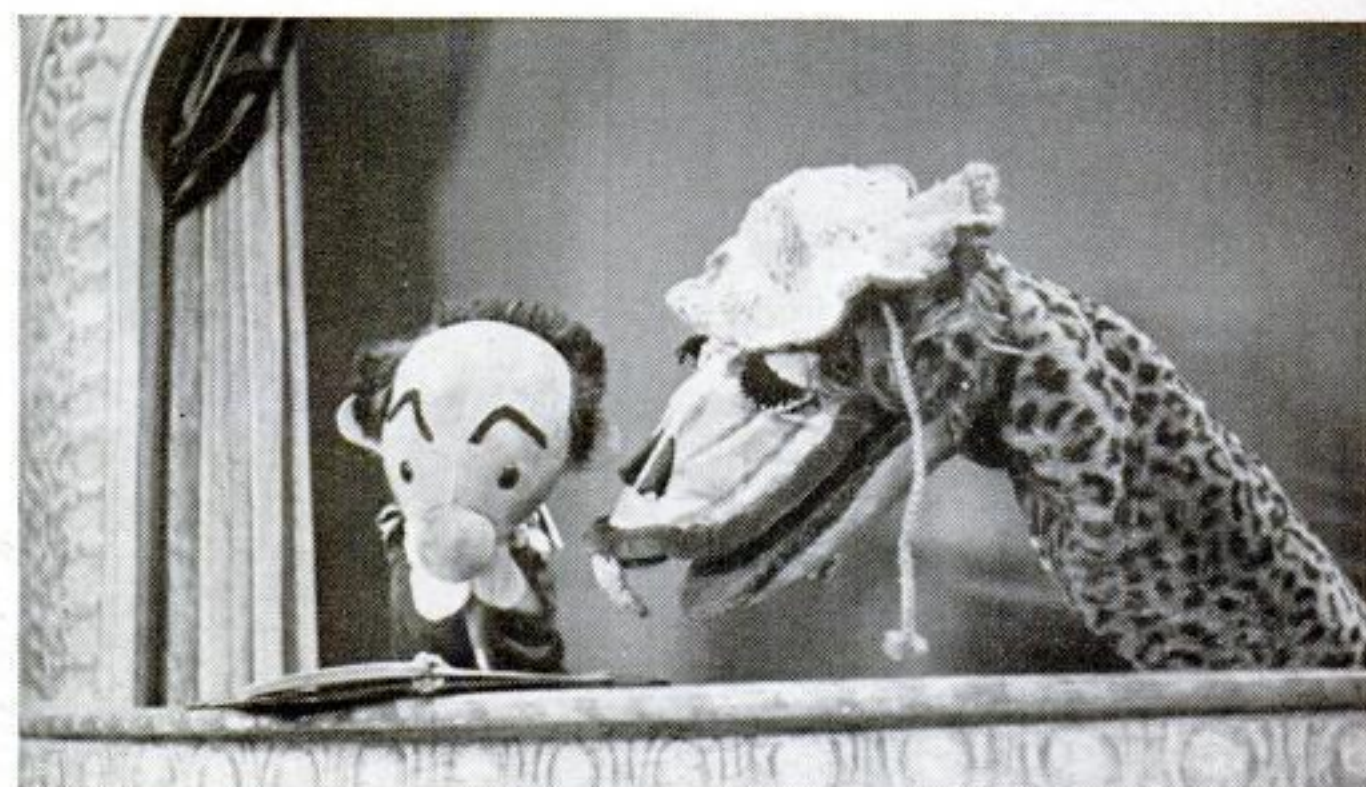
IT'S **Wilson**
TODAY IN SPORTS EQUIPMENT

Kukla, Fran and Ollie CONTINUED

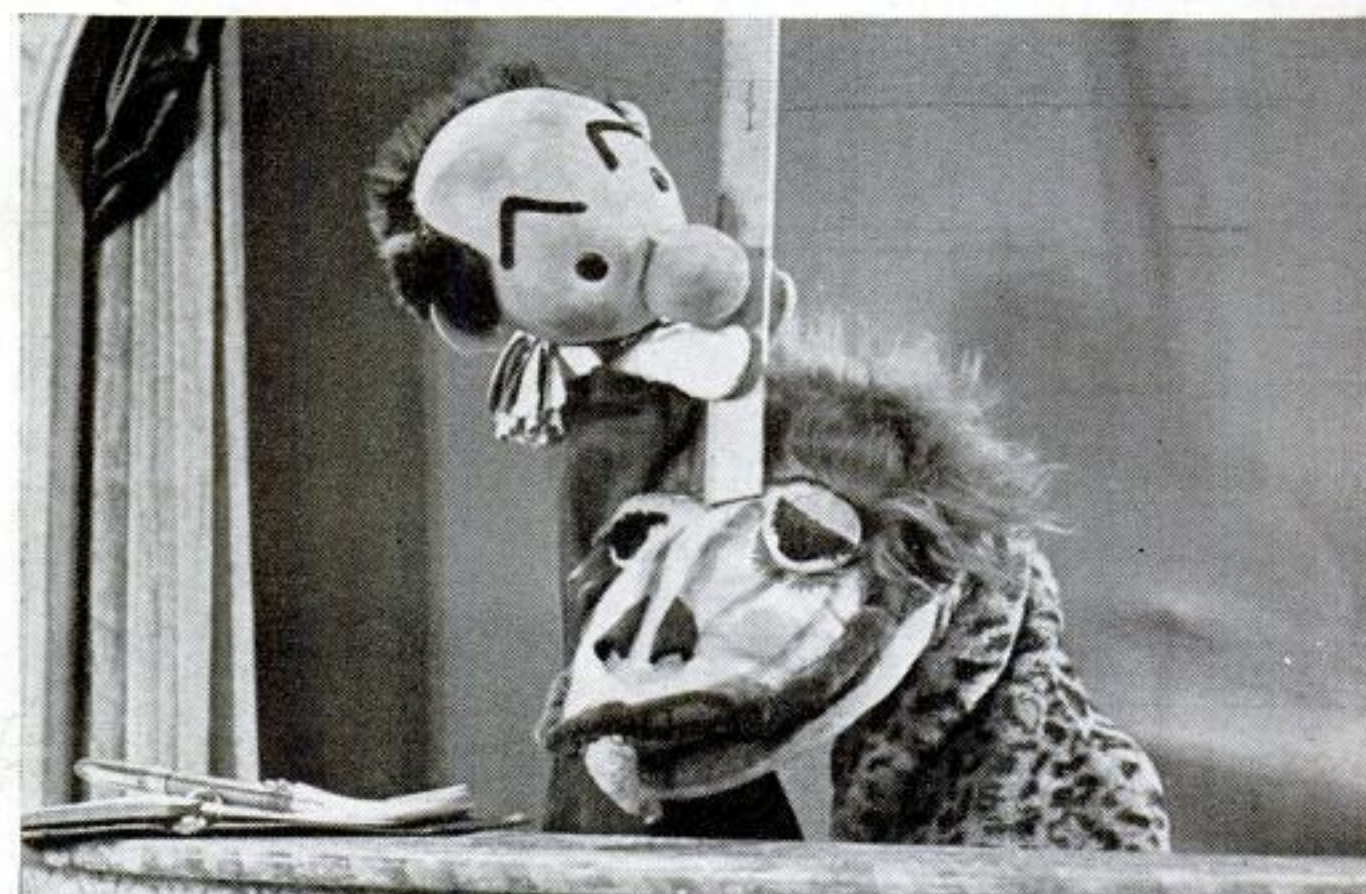
OLLIE GETS A CULTURE RATING



HIGH-BROW LOW-BROW CONTROVERSY flares up when Kukla studies *LIFE*'s now-famous chart (April 11 issue), to prove that Ollie is a low-brow.



KUKLA GETS A NASTY TURN when Ollie appears in crocheted hat which he wears in both town and country. This, Ollie says, proves him a high-brow.



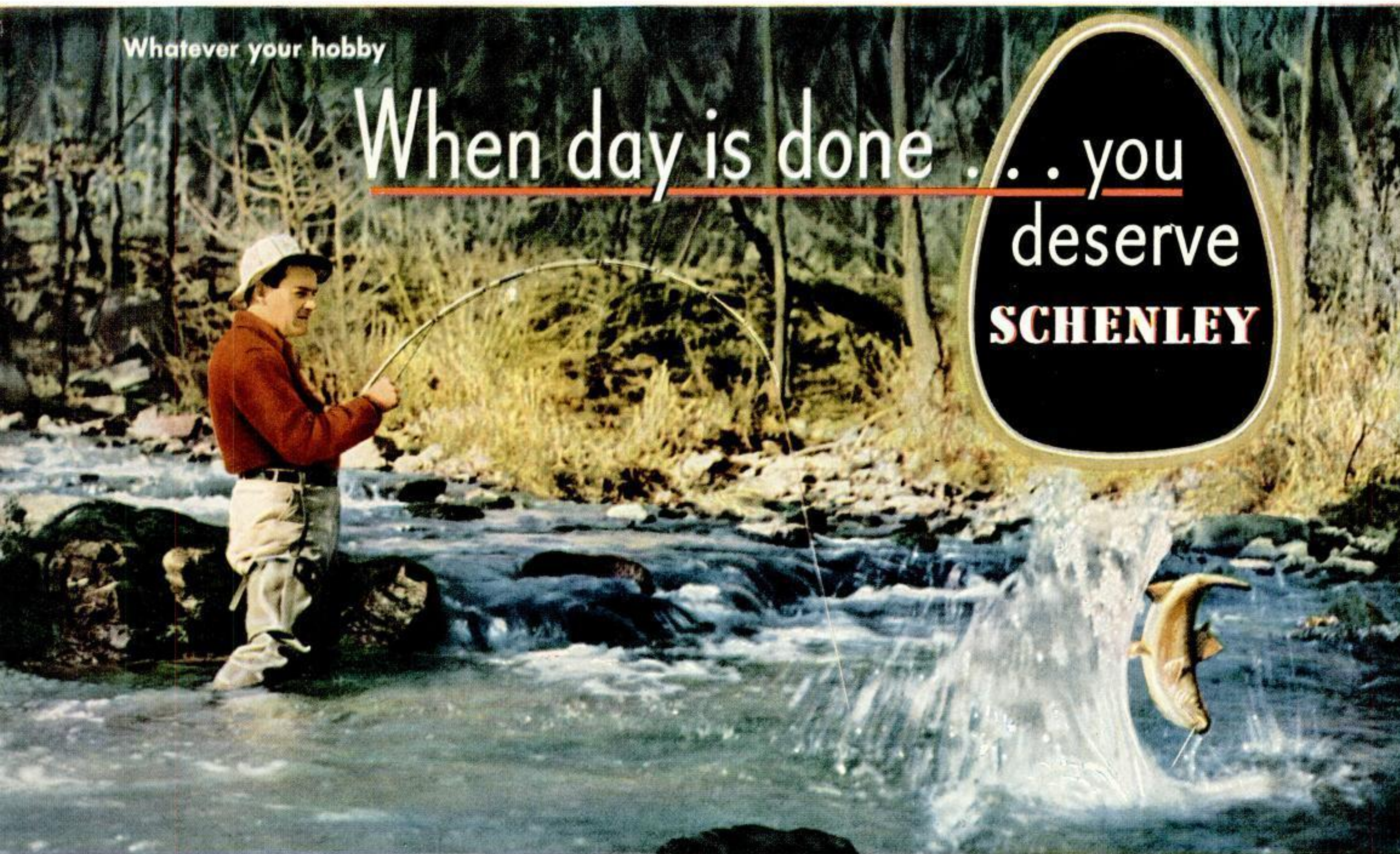
OLLIE'S BROW IS MEASURED by Kukla in a desperate attempt to get Ollie out of the high-brow class. He triumphantly proves Ollie to be a no-brow.



IN CONSIDERABLE DUDGEON at being called a no-brow, Ollie bites Kukla's nose. Friendship is restored when Kukla decides Ollie is a "slight-brow."

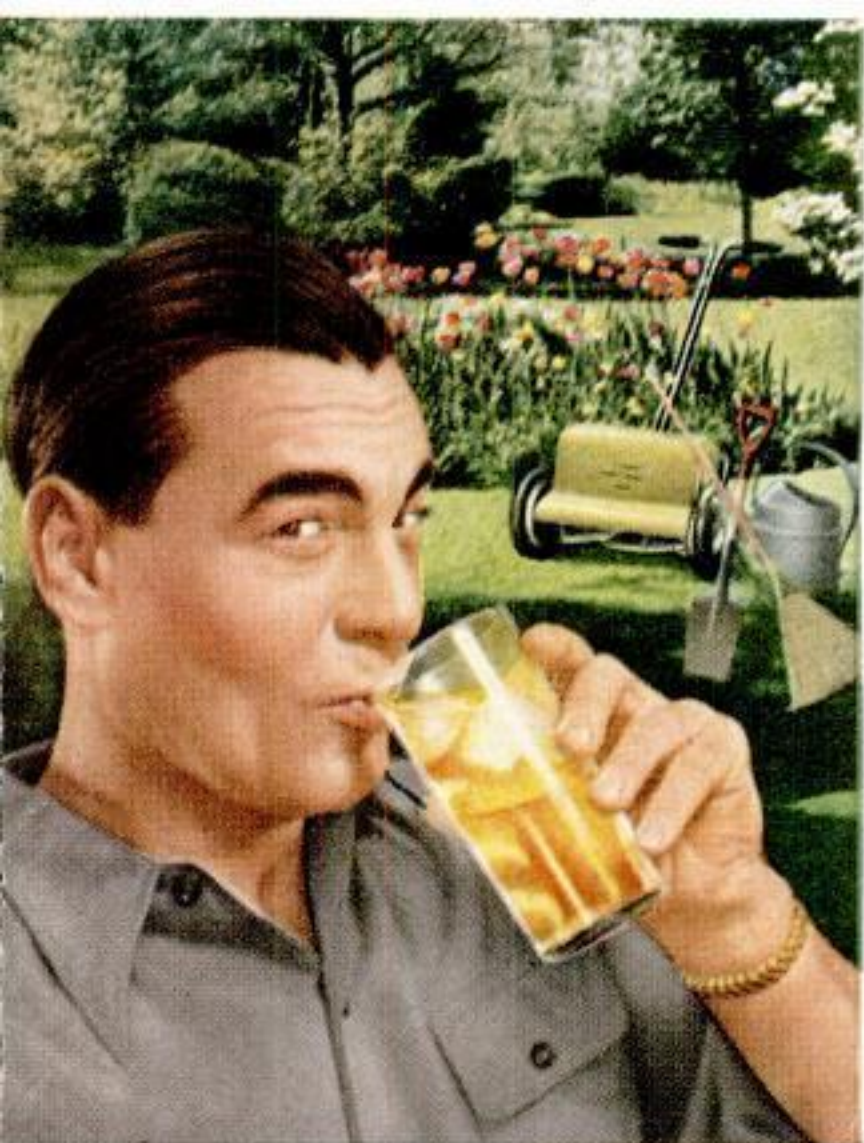
Whatever your hobby

When day is done . . . you
deserve
SCHENLEY



It's a Grand and Glorious Feeling when you land the biggest trout of the day. And it's a glorious feeling, too, when you enjoy mild, mellow Schenley in your favorite drink. Schenley tastes better and gives you better value,

because it contains older, fully-matured whiskies, blended with pre-war quality grain neutral spirits. So, when day is done, treat yourself to the best. Enjoy Schenley, the whiskey of *unchanging* perfection.



After Gardening, it's time to relax! And that calls for a tall, cool one made with smoother Schenley. The back label proves its genuine pre-war quality!



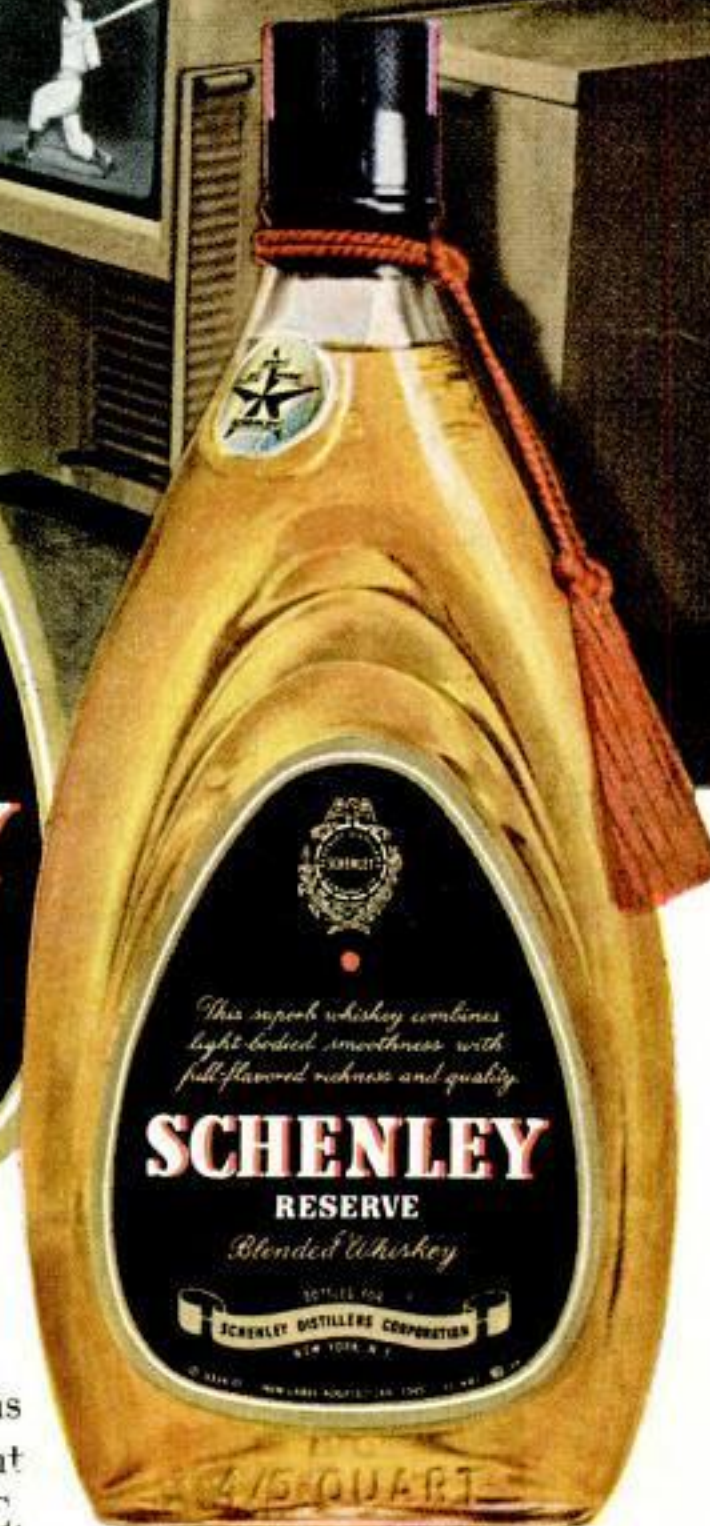
Whatever Your Hobby... fishing, gardening, or "armchair" baseball... when day is done, *you* deserve mild, mellow Schenley—friendly to your taste.



Schenley Mark of Merit Whiskey

*From Schenley the House of Aged Whiskies**

RARE PRE-WAR QUALITY BLENDED WHISKEY. Available in the familiar round bottle as well as the distinctive decanter. The straight whiskies in this product are 5 years or more old. 35% straight whiskey. *65% grain neutral spirits. 86 Proof. Copyright 1949, Schenley Distillers Corp., N. Y. C.

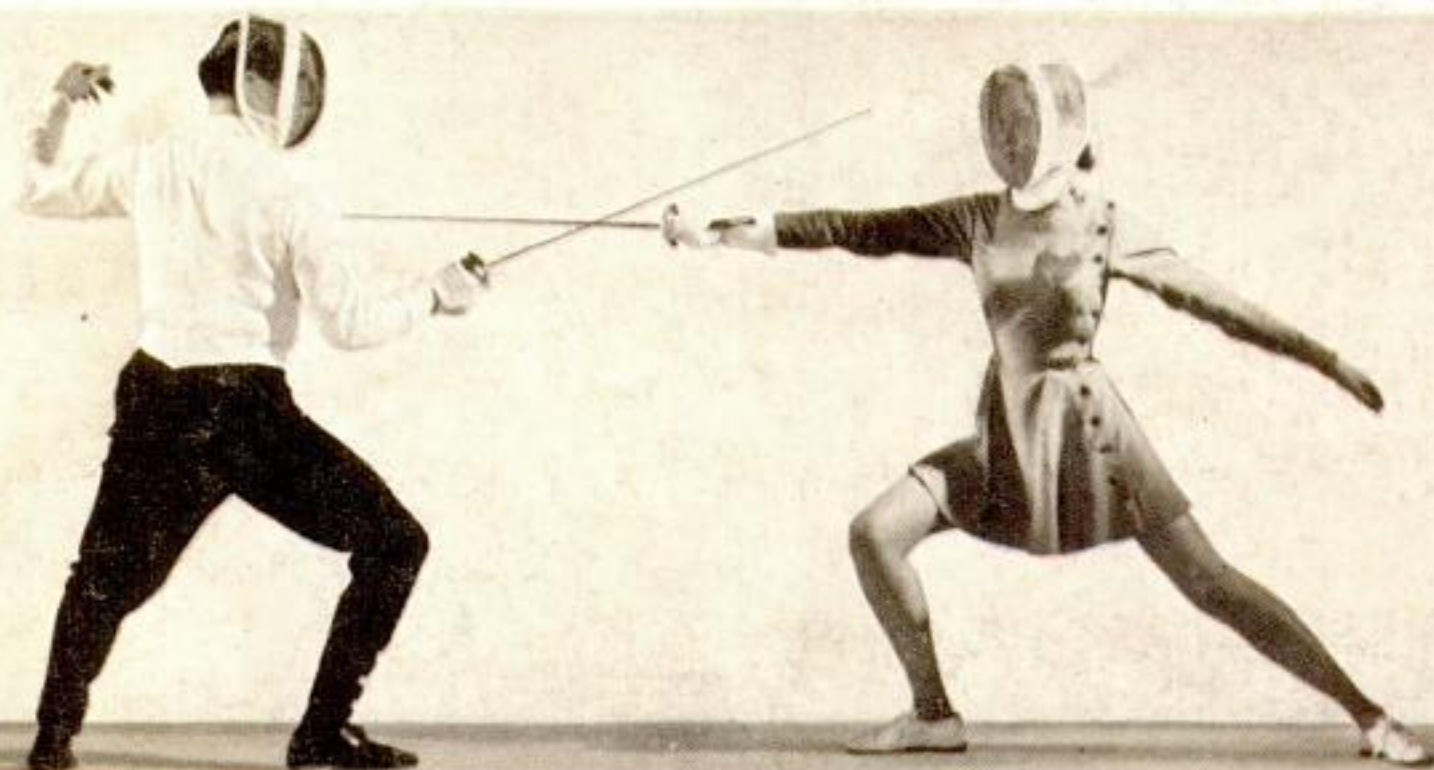


WITH THE COACH...WITH THE STAR...IT'S

Camels for Mildness!

FAMOUS FENCER
AND COACH

*Hugo
Castello*



COLLEGIATE STAR

*Jane
Gilbert*



I PROVED CAMEL MILDNESS
FOR MYSELF YEARS AGO.
AND **CAMELS** SURE
HAVE THE **FLAVOR!**

THE **30-DAY**
TEST CONVINCED
ME—CAMELS
ARE THE
MILDEST
CIGARETTE
I EVER SMOKED!

In a recent test of hundreds of people
who smoked only Camels for 30 days,
noted throat specialists, making
weekly examinations, reported

**NOT ONE SINGLE
CASE OF THROAT
IRRITATION** due to
smoking **CAMELS**

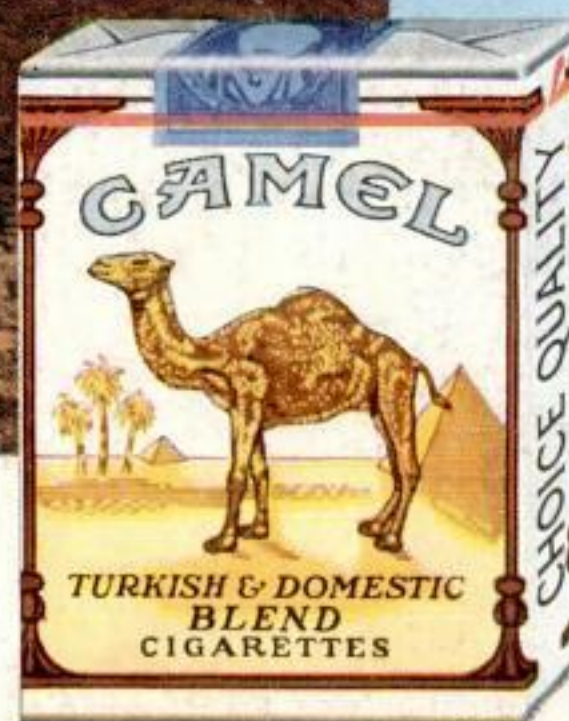
How mild can a cigarette be?

Take a tip from fencing master, Hugo Castello, and collegiate star, Jane Gilbert. Make your own 30-day Test of Camel Mildness.

Test Camels in your "T-Zone" (T for taste, T for throat). Let YOUR OWN TASTE tell you about the rich, full flavor of Camel's choice tobaccos, properly aged and expertly blended. Let YOUR OWN THROAT report on Camel's cool, cool mildness.

Money-Back Guarantee!

Try Camels and test them as you smoke them. If, at any time, you are not convinced that Camels are the best cigarette you ever smoked, return the package with the unused Camels and we will refund its full purchase price, plus postage. (Signed)
R. J. Reynolds Tobacco Company,
Winston-Salem, North Carolina.



According to a Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Doctors smoke for pleasure, too! And when three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!